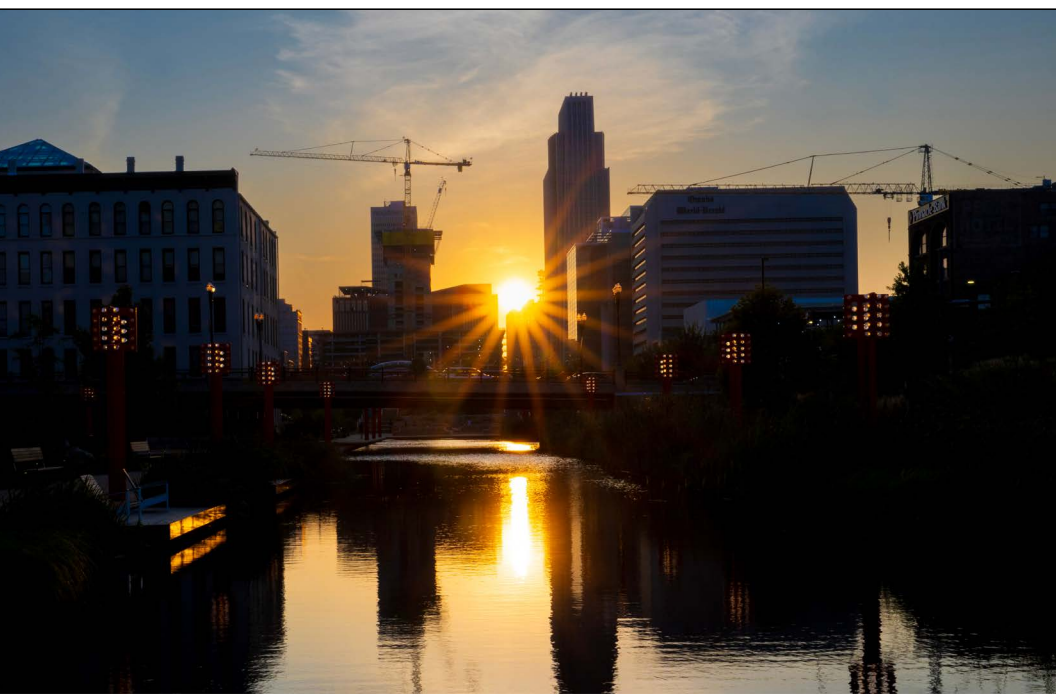


MASTER OF SCIENCE IN **APPLIED ECONOMICS**



COLLEGE OF BUSINESS ADMINISTRATION

Why Economics?

Economists are problem solvers. The profession has produced methods to better match organ recipients with donors (saving countless lives), improved the financial savings rate for U.S. veterans, and reduced crime through small incentives.

The field is a method of studying humans using models and data; it is not a series of facts about the economy you memorize. While economics includes the study of what people buy and how products are produced, the field is far more expansive. Economics can be applied to numerous fields including art, education, law, medicine, psychology, sociology, and urban studies.¹ Further, economics is the foundational science on which all business fields are built.

¹The American Economic Association has put together a video discussing the breath of the field of economics. This video is featured on our home page: <https://cba.unomaha.edu/econ>

Economics is a systematic and scientific way of looking at human choices.

Skills developed through graduate study in applied economics



- » Use advanced quantitative and computing methods across a range of problems
- » Select appropriate methods to analyze and interpret data
- » Design research and conduct statistical analysis
- » Apply an evidence-based approach to problems
- » Integrate economic concepts with business, political science, law, and psychology

Looking to advance or switch your career?

Employers need more than people who can analyze data. They need analysts who can ask the right question, build a model that reflects how people and markets behave, and turn the answer into a decision. The STEM-designated Master of Science in Applied Economics at the University of Nebraska at Omaha builds exactly that kind of analyst.

In addition to economic theory, you'll develop practical skills in data analytics, econometrics, machine learning, research design, and economic decision-making — the tools organizations rely on to price a product, evaluate a policy, forecast demand, or understand why a market moved the way it did. Because these skills transfer across industries, graduates move easily between business, government, consulting, finance, healthcare, technology, and nonprofit work. They tend to stay in demand — and well paid — over the course of a career.

Job postings that combine economics with econometrics, data science, or business intelligence command especially strong salaries

	Masters & ≤ 3 yrs exp	Masters & 3-6 yrs exp	Masters & 10+ yrs exp
MS Economics w/ Data Science, Econometrics, or Business Intelligence	\$114,400	\$144,100	\$212,700
MS Economics w/o DS, Econometrics, or BI	92,500	138,100	200,400
MS Data Science excluding mentions of economics and econometrics	109,400	140,200	194,300

Lightcast Q3 2026 Data Set (national). Includes only job postings with published annual salary data from August 2025 - July 2026.

What makes us different

Our program is built around one idea: economics is something you do, not just something you study.



Faculty combine academic training with consulting and applied research experience. Students work with real datasets, organizations, and business questions from their first semester through the capstone—not tidy case studies, but open problems from Omaha-area companies looking for a real solution.

As Nebraska's urban university, UNO's longstanding relationships with businesses, government agencies, and nonprofits create opportunities for sponsored projects, internships, guest speakers, and professional connections.

The result is a program that combines a strong analytical foundation with repeated opportunities to practice using economics in settings where the question, data, and answer are not predetermined. Students learn how to define a problem as well as how to analyze it.

Strong foundation with a specialization

Concentration /
Specialization



Strong
Foundation

A core built for working analysts. Every student takes quantitative methods, applied microeconomics, applied macroeconomics, econometrics, and applied research methods. The quantitative and econometrics courses provide the numerical toolkit, including modeling and machine learning. Applied micro- and macroeconomics provides the context needed to use those tools well. With this combined knowledge, you can out-earn those in less quantitative MS economics programs and those in non-economics data science degrees (see job posting data on the prior page).

Research from day one. Projects can develop across courses: a student might build the theory in applied microeconomics, then conduct the empirical analysis in econometrics. By the second year, some projects are ready for presentation at a conference.

A capstone with a real audience. Applied Research Methods integrates experimental design, survey methodology, and other research tools rarely covered together in a single economics program. Students conclude the program with a public poster session open to faculty, industry partners, and the department's advisory board.

Customize your program for the career you want. Students can enroll in concentrations such as Econometrics & Data Analytics (where data science, machine learning, and AI live), Behavioral & Experimental Economics (a concentration that teaches students how to conduct experimental research), and Business Economics (where all business decisions stem). There are additional concentrations that prepare you for a Ph.D. program, focus on trade and supply chains, among others.



Mark Carney

Sr. Manager - Automation and Machine Intelligence
Charles Schwab

The MS Economics program deepened my understanding of economics while giving me hands-on experience building models that bridge theory and practice. The faculty were exceptional, and there were ample opportunities to learn outside the classroom. The skills I gained guided my career in advanced analytics at Schwab, where I've managed several teams

through impactful projects such as modernizing an Excel forecast into an automated predictive process in Python and generating insights on millions of client behaviors to support large-scale integrations. What I learned at UNO continues to shape how I approach problem solving and the direction of my career.

Core Learning Goals in the Econometrics & Data Analytics Concentration

1. Advanced econometrics
2. Nonparametric methods (e.g., kernel density estimation, bootstrapping, simulations)
3. Statistical learning and machine learning (random forests, neural networks [what LLMs are built on], etc.)
4. Data visualization and communication
5. Responsible application of analytical and AI methods to real-world problems

Students learn to apply these methods to real-world problems, using real-world data.

Concentration Spotlight

Econometrics & Data Analytics



This is where advanced data science, machine learning, and AI live in the program, but courses go far beyond LLMs. Rather, this concentration builds durable analytical foundations that extend beyond any single technology. Coursework emphasizes advanced econometrics, forecasting, statistical learning, simulation, nonparametric methods, machine learning, model evaluation, data visualization, and responsible use of AI. Having a deep understanding of all of these techniques, along with domain knowledge, allows our graduates to select the right tool for the job.

Projects come from local organizations, and hands-on labs (even for online students), realistic projects and data set the program apart from data-analytics offerings that are online-only. Graduates are prepared to lead analytical work, not just by operating tools but by determining which methods are appropriate and translating the results into decisions. This concentration allows you to become your organization's data superhero.



Kellie Lindsay

PhD Student
University of Michigan

I chose UNO Economics for the Koraleski Commerce and Applied Behavioral (CAB) Lab. Few programs give master's students access to a behavioral lab that measures human behavior at the physiological level, and fewer still let them run their own studies in one. That access, along with faculty who treated me as a collaborator rather than a student, made me a published researcher

before I left Omaha. The foundation I built in experimental design, coding, and econometrics carried me into the economics PhD program at the University of Michigan, where I continue to advance my research on human behavior; and it all began in the CAB Lab.

Core Learning Goals in the Behavioral & Experimental Economics Concentration

1. Experimental design and implementation
2. Use of laboratory, survey, and field-research instruments
3. Analysis and communication of experimental data

Students learn to apply these methods to problems faced by businesses, governments, and other organizations. These skills blend with analytics, where experiments on digital platforms drive innovation in customer interactions.

Concentration Spotlight

Behavioral & Experimental Economics



Learn to measure how people actually make decisions. The Koraleski CAB Lab provides unique opportunities for students to learn how to combine physiological signals with human behavior to build a better understanding of the way that customers think and feel about products, and to measure cognition in many contexts.

Two-thirds of concentration courses take place **inside** the CAB Lab, where students design studies using tools such as eye tracking, biometric sensors, and facial-expression analysis. This includes training in survey methods, lab and field experiments that few programs offer as part of coursework.

Students learn about the roles that heuristics play in human decision-making along with strategic interactions between individuals. They measure each of these interactions in lab and experimental settings, providing a rich skill set that can be immediately applied to online A/B tests, surveys, and other studies to generate commercial insights across a broad array of industries.



Jordan Hansen

Investor Relations and
Financial Communications
Analyst
Valmont Industries, Inc.

Investor Relations demands a unique blend of financial expertise and strategic communication. Understanding the 'why' behind both previous and future financial results is deeply rooted in micro and macroeconomics. An MS in Economics equips me to ask the right questions to better understand the evolving influences on the business. Everything learned in

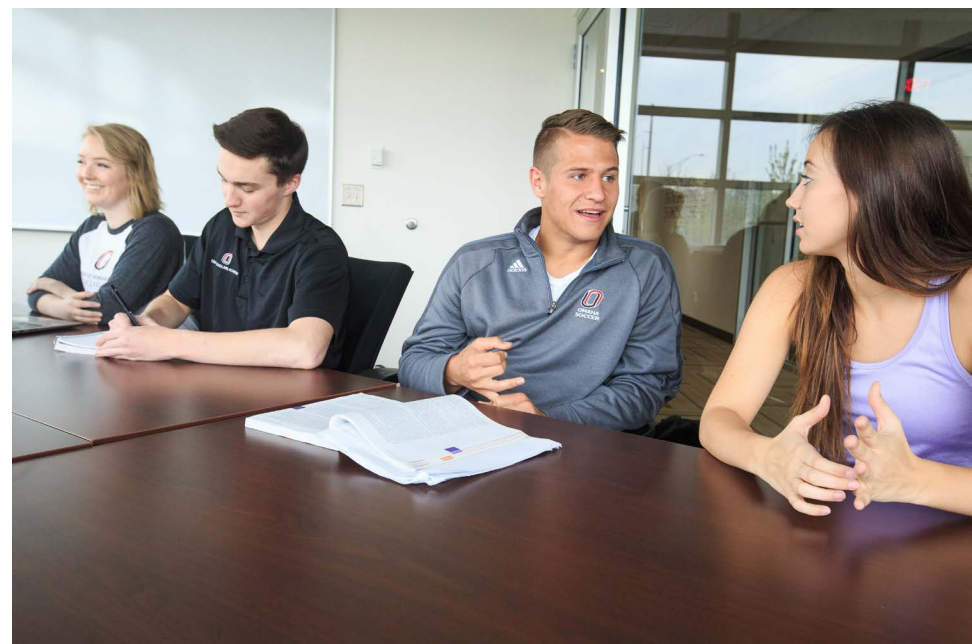
economics from market analysis, data interpretation, critical thinking, global perspective, to all the invaluable lessons from my professors, contribute to my role.

Core Learning Goals in the Business Economics Concentration

1. Applied Pricing Strategies: Evaluate market conditions to construct optimal pricing across product lines.
2. Analysis of Market Entry and Facility Location Strategies: Evaluate market conditions to inform management on market expansion decisions.
3. Capacity and Resource Allocation Strategies: Build models to profitably direct resources to specific production levels, inventory management, and address distribution bottlenecks.
4. Demand Forecasting: Predict consumer behavior, set sales goals, and evaluate new product success.

Concentration Spotlight

Business Economics



Business Economics applies economic reasoning and evidence to understand how firms operate, compete, and respond to changing market conditions. Courses in pricing strategy, managerial economics, labor markets, trade, urban economics, and environmental policy build the analytical toolkit a business uses in an urban market. Many of these courses connect directly to local organizations through applied projects, which give students opportunities to communicate findings to business and community audiences.

Coursework in this concentration focus on the direct application of economic concepts that help inform business decisions-making. For example, as part of study of industrial behavior, students employed Porter's Five Forces framework to construct a competitive analysis of real-world industries. Additionally, students have constructed economic forecasts of Omaha, and other comparative metropolitan economies. These reports were made available to Omaha-area businesses and other community stakeholders and have even been showcased on local news media.

Join *the* urban university of Omaha

We see ourselves as part of the Omaha community, not separate from it. Our department's relationships with Omaha-area organizations support applied classroom projects, collaborative research, internships, events, and a strong regional talent pipeline. As a student, you have opportunities due to our urban advantage.

Work on projects that matter. Through our *Experiential Learning through Partnerships Initiative*, organizations bring students genuine problems to solve. Past projects have supported nonprofits, UNO Athletics, government



agencies, and local firms. The projects vary, but they have one thing in common: the problem is real, and the partner intends to use the results.

Connect coursework across the program. Applied projects are not confined to one class. Students may develop the economic framework for a question in one course, analyze the data in another, and refine the work for a poster session or conference presentation. This progression helps students build a portfolio of work they can discuss with employers.

Build your network. The department's *Seminar Series* and Econ Club's *Industry Speaker Series* bring students, faculty, alumni, and community members together, with informal networking built in after each event. This is a great way to meet other students, faculty, and potential future employers.

Present your work. Spring and fall poster sessions are open to the university and broader Omaha community. Students may also present at the university research fair and professional conferences; some students have earned awards or published their work.

Gain experience. Students can earn credit for internships that apply economics in a local organization while completing the degree. Take advantage of our urban community!

Admission Requirements

- » Junior/Senior GPA of at least 2.85
- » Those without an advanced degree from the US or a country on the waiver list must meet the minimum language score requirement. Internet-based TOEFL: 80, IELTS: 6.5, PTE: 53, Duolingo: 110
- » Completion of course equivalent to the following courses:
 - » ECON 2200 (Principles of Economics: Micro)
 - » ECON 2220 (Principles of Economics: Macro)
 - » BSAD 2130 (Principles of Business Statistics)

Applicants meeting the minimum GPA and language requirements but lacking some foundational courses will be granted provisional admission until the foundational courses are completed with grades of B (3.0 on a 4.0 scale) or above.

Application Deadlines

			
International Applicants	Jun 1	Oct 1	Mar 1
Domestic Applicants	Jul 15	Dec 1	Apr 15

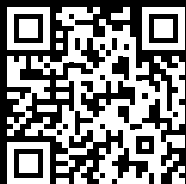
CONTACT US AND LEARN MORE

SCAN BELOW TO REQUEST ADDITIONAL INFORMATION
OR A MEETING



DEPARTMENT OF ECONOMICS

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