A cell phone manufacturer must evaluate its production systems with an eye toward improving throughput and cycle time while minimizing its environmental footprint.

An investment firm must correlate hundreds of market factors in order to rebalance its portfolio and increase returns.

An airline must determine how to redeploy its fleet to add new routes with minimum financial risk.

Businesses can’t afford to make mistakes. That’s why they’re turning to specialists in operations research for solutions to complex, critical problems like these. OR is a scientific approach to analyzing problems and making decisions through the use of probability and statistics, optimization, and simulation to predict outcomes of different scenarios and zero in on the best solution. It’s a challenging field with opportunities across the spectrum of business and government activity. OR is the perfect option for those who thrive on intellectual challenge and the first factor to consider is the master’s program in operations research at SMU-Lyle.
PRESCRIBE ACTIONS

For engineers with a passion for problem solving, who thrive on intellectual challenge, and who seek a flexible yet highly rewarding career path, a master’s program in operations research from SMU is a smart decision. Its world-class faculty is made up of active researchers who are contributing to the expansion of OR theory and application. Through interaction with professors and the business community in Dallas, students graduate from the program well-prepared to take important supporting roles in defense and government, manufacturing, telecommunications, financial institutions, and service industries. As enterprises of all types grow ever more cost-driven and data-dependent, the demand for operations research scientists will only increase.

SMU's OR offering is a perfect combination of real-world business and engineering studies in strategic and analytical methodologies. Lectures, projects, and even the professors’ experiences outside of class apply to the type of work I do every day. Since the structure of the program is designed for those who want to interact with other professionals across multiple industries, I never felt like I was going to class.

Desiree Brown
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