

# FlexWeekend MSBA

Master of Science in Business Analytics



Successful businesses use data and models to make better decisions and gain competitive advantage. Vast amounts of data on customers, suppliers, operations, and financial transactions are collected from a variety of sources, often managed in diverse systems, by multiple stakeholders. Transforming this data into insights that can enhance decision-making is a key challenge for businesses of every size, across all industries. Companies are looking for skilled professionals who can solve key operational and strategic business questions using data, statistics, and machine learning.

## WHY? ATTEND >

The **MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)** at UC San Diego's Rady School of Management will provide you with the required skills to succeed in data-rich business environments. The program offers rigorous, hands-on training that will prepare you to use data and analytics to identify business opportunities, generate insights, and create value for both customers and companies. Students enrolled in the FlexWeekend program should expect to complete the degree in 17 months. Program starts in late July.

FlexWeekend  
MSBA Curriculum

The Rady School MSBA is a 50-unit STEM designated degree program that can be completed in 17 months.

### Core Courses

- Business Analytics in Marketing, Finance, and Operations
- Collecting and Analyzing Large Data
- Business Analytics
- Customer Analytics
- Business Analytics Capstone Project
- Professional Seminar

### Sample Electives

- Web Data Analytics
- Working with Unstructured Data
- Supply Chain Analytics
- Business Intelligence Systems
- Experiments in Firms
- Managerial Judgment and Decision Making
- Research for Marketing Decisions
- Recommender Systems
- Big Data Technology & Business Application
- Pricing Analytics
- Business Analytics Project Management
- Fraud Analytics
- E-commerce

## Business Analytics Capstone Project

- Experience the full lifecycle of a business analytics project
- Hands-on involvement with Rady School industry partners
- Team based consulting project under faculty supervision
- Sample Capstone Companies: Cisco, Mazda, Hewlett Packard, IBM, ThermoFisher, Petco, Certona, and Aira.

RadyGradAdmissions@ucsd.edu  
858.534.0864  
rady.ucsd.edu

UC San Diego  
RADY SCHOOL OF MANAGEMENT

# FlexWeekend MSBA

## Master of Science in Business Analytics

### GAIN REAL-WORLD SKILLS TO LAUNCH YOUR CAREER

MSBA students will receive career support from Rady Career Management Center. Through personal coaching, an array of programs and resources, and a commitment to creating access to opportunities, we will help you launch your career in analytics.

Harnessing the power of data and machine learning and creating value is a key challenge for businesses of every size. Graduates of the Rady School MSBA program secure key positions, such as marketing analyst, strategy manager, data analyst and operations lead within a wide variety of industries. The average reported annual salary was approximately \$90,000 with over 35% of graduates earning in excess of \$100,000. Rady grads secured offers from these companies and others:



### In the Rady School **MSBA** program you will learn to:

- Collect, clean, visualize, and analyze data
- Use statistical, machine learning, and optimization tools
- Leverage data and analytics to drive business decisions and create value

### Admissions

Prospective students should have a solid foundation in quantitative methods and some degree of programming proficiency. Students must be able to communicate effectively in project teams and with industry partners in a business environment.

- Online Application
- Letters of Recommendations (2)
- Statement of purpose, resume, transcripts
- GMAT or GRE scores
- Waiver considered for those with an M.D., Ph.D. in a quantitative discipline, or Master's degree in a quantitative discipline with at least 8 years of relevant work experience
- English proficiency testing, if required (valid two years)
- Open to recent graduates as well as experienced professionals
- Merit-based fellowships available
- For details see [rady.ucsd.edu/msba](http://rady.ucsd.edu/msba)



### Application Online

- Interview by invitation only
- Applications reviewed on a rolling basis

Please contact the **Rady School Graduate Program Admissions Office** at **858.534.0864** or **[RadyGradAdmissions@ucsd.edu](mailto:RadyGradAdmissions@ucsd.edu)** for more information on or questions about the **MSBA** program.