

# 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 strategic challenge for businesses of every size, across all industries. Companies are looking for skilled professionals who can work effectively in teams to frame key operational and strategic business questions and use data and analytics to find the answers.

## WHY? ATTEND.

The **MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)** at UC San Diego's Rady School is an intensive program that will provide you with the 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 business insights, and create business solutions. As an MSBA student, you will gain both the quantitative skills to create better decision tools and the ability to manage teams and communicate effectively with stakeholders throughout each phase of an analytics project.

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

- Use predictive analytics and optimization for data driven decision-making in marketing, finance, management and operations
- Collect, clean, visualize, and analyze data
- Use statistical and optimization tools (e.g., R, Shiny, Radiant)
- Create and implement business analytics solutions
- Connect data science to business decision makers

### MSBA Curriculum

The Rady School MSBA is a 50-unit STEM designated degree program that can be completed in 12 months.

SUMMER  
SESSION I

FALL QUARTER

WINTER QUARTER

SPRING QUARTER

SUMMER  
SESSION II

#### Required Core Courses

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

#### Example Electives

- Customer Analytics
- Supply Chain Analytics
- Business Intelligence Systems
- Experiments in Firms
- Managerial Judgment and Decision Making
- Creativity and Innovation
- Technology and Innovation Strategy
- Research for Marketing Decisions
- Consumer Behavior
- Social Media Marketing
- Behavioral Finance
- Business Forecasting

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**Rady** | School of Management  
UNIVERSITY OF CALIFORNIA SAN DIEGO

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## GAIN REAL-WORLD SKILLS TO LAUNCH YOUR CAREER IN BUSINESS ANALYTICS

MSBA students will receive career support from Rady Career Connections. Through personal coaching, an array of programs and resources, and a commitment to creating access to opportunities, Career Connections enhances the potential for success.

A Rady School MSBA graduate will be able to create immediate value in organizations by improving marketing, financial, management, and operational decisions through the use of data and quantitative analysis.

### 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

### 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

- Deadlines: Nov 1 (*Early decision*)  
Dec 1, Feb 1, Apr 1 (*International deadline*), June 1
- 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**.