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.

The **MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)** at the Rady School we 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. The program can be completed as a full-time student in as little as 11 months. Students enrolled in the flexweekend program can complete the degree in between 12 and 24 months depending on their schedule.

### WHY ATTEND?
- 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.
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:

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

Please contact the Rady School Graduate Program Admissions Office at 858.534.0864 or RadyGradAdmissions@ucsd.edu for more information on or questions about the MSBA program.