

Master of Science in Business Analytics Program

The Master of Science in Business Analytics (MSBA) at the University of California, Irvine Paul Merage School of Business is a STEM-Certified, intensive one-year program that results in graduates who are eminently qualified for big data and analytics careers. Taught by world-class faculty and leading researchers in their fields, this innovative curriculum incorporates flexible tracks aligned with three distinct career paths.



STEM-certified (36 months of Optional Practical Training).



GMAT/GRE **WAIVED** for qualified applicants.



Three flexible curricular tracks: data analytics, marketing analytics, and operations analytics.



A capstone course with industry-based experiential projects.



Calif. residents accepted are eligible for a minimum \$10,000 Scholarship.



The program is in economically thriving Orange County, in the heart of Southern California's Tech Coast.



Program Structure

SUMMER (6 UNITS)

ProSeminar (0)
Statistics for Data Science (4)
Foundations of Business Analytics (2)

FALL (16 UNITS)

ProSeminar (0)
Foundations of Marketing (4)
Machine Learning for Analytics (4)
Customer & Social Analytics (4)
Electives (4)

WINTER (16 UNITS)

ProSeminar (0)
Management Science for Analytics (4)
Data & Programming for Analytics (4)
Capstone Prep (0)
Electives (8)

SPRING (12 -16 UNITS)

ProSeminar (0)
Capstone (4)
Electives (8)

*Program Structure Subject to Change.

SAMPLE ELECTIVES:

- Advanced Data Analytics
- Big Data & Cloud Computing
- Marketing Analytics
- Deep Learning Applications
- Marketing Analytics
- Mastering Predictive Analytics
- Operations Analytics
- Special Topics in Analytics
- Supply Chain Analytics
- Technologies & Analytics Consulting

Students can select from a number of elective offerings across all Merage School masters programs. For more information, contact us at msba@merage.uci.edu.

Admission Requirements

Applicants may apply online and must meet all prerequisite requirements at the time of matriculation into the program.

Admission to graduate standing in The Paul Merage School of Business is accorded to those possessing an undergraduate degree with an acceptable level of scholarship from an institution of recognized standing. Applicants for admission will be evaluated on their academic record and potential for leadership as demonstrated in submitted application materials including:

- Official transcripts from all institutions attended to obtain undergraduate degree (with English translation if needed)
- Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) is not required but strongly recommended for applicants with GPAs below 3.3. While these tests are not required, the admissions team is looking for evidence of strong verbal and quantitative skills. Scores are valid for five years.
- Two letters of recommendation
- Two essays
- Resume
- Official TOEFL, PTE, or IELTS (international applicants)
- \$150 application fee
- A personal interview (by invitation only)

Financial Aid

Pursuing your MSBA degree is an important investment in your future – that is why the Merage School has dedicated professionals working on your behalf in our Financial Aid office. When you meet with our staff, they will share information with you regarding loan programs and merit based fellowships.

For more information on financial support, contact Alda Ruggiero at the Merage School Financial Aid Office at **949.824.7967** or **aruggier@uci.edu**.

Application Deadlines

Applications are submitted online and are evaluated as they are received. Admissions decisions are usually made within four weeks of the interview. Deadlines and additional application information is available at merage.uci.edu/msba.

Email msba@merage.uci.edu with any questions.

Career Advising

The Master of Science in Business Analytics is a structured program that provides students with the skills and knowledge to become experts in business analytics, and to advance their careers in a world driven by digital technologies.. One of the benefits of the Merage School MSBA program is our dedicated Career Services team that allows students to receive specialized and individualized guidance regarding career opportunities. The Merage School Career Center helps prepare you to achieve your career goals by providing a variety of career management and job search workshops including career visioning and professional development planning, resume and cover letter writing, refining interviewing techniques, and offer evaluation and salary negotiation. Our staff maintains an extensive network of hiring organizations and provides resources and activities to help you make valuable career connections. We are a resource and a partner to ensure that your education and experience make the best possible impact on your career.

Capstone Project

The Capstone Seminar and Project provides students an opportunity to work on real-life data science problems with industry partners. The projects are comprehensive in scope, allowing students to demonstrate the breadth and depth of knowledge in business analytics. During the winter and spring quarters, students will work in teams led by a faculty advisor and the sponsor organization to create valuable collateral that will ultimately be presented to the Merage School faculty and staff, and the host organization. The Master of Business Analytics will prepare students to interpret data and to use data to drive decision making. These skill sets can be applied across a broad range of industries including management consulting, financial services, technology, energy, healthcare, manufacturing, and more.

Sample Capstone Companies:

City of Los Angeles/KPMG/IBM, Coca-Cola, Competitive Analytics, Decision Ready, Eaton Aerospace, Experian

