Program Highlights and Benefits

- STEM-designated (36 months of Optional Practical Training)
- Three flexible curricular tracks: data analytics, marketing analytics, and operations analytics
- A 6-month capstone project with top companies in leading industries
- Located in economically thriving Orange County, the heart of Southern California’s Tech Coast, home to 1/3 of all Fortune 500 companies
- GMAT/GRE WAIVED for qualified applicants

Capstone Project

The Capstone 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.

Core Courses

- Foundations of Business Analytics
- Statistics for Data Science
- Management Science for Analytics
- Foundations of Marketing
- Data and Programming for Analytics
- Machine Learning for Analytics
- Customer and Social Analytics
- Business Analytics Capstone Prep
- Business Analytics Capstone Project
- ProSeminar

Program Curriculum

Structure
- 4 Quarters (graduate Summer 2025)
- 5 Quarters (graduate Fall 2025)

Sample Electives
- Natural Language Processing and Application
- Big Data & Cloud Computing
- Marketing Analytics
- Business Data Management
- Electives across the Merage School

ProSeminar
- Workshops and modules taught by the Merage School Career Center

Capstone Project
- 6-month Capstone Project with industry partners
- Work in teams on real-life data science problems
MSBA Class of 2024 Cohort

Class Profile
Applications Received 1314
Class Size 140
Average GPA 3.5
Average Age 24.85
Age Range 20-33
Average Work Experience 2.27 Years
Women 48% Men 51%

Next Steps
• Meet with admissions staff
• Connect with a student ambassador
• Attend an event
• Apply

Admission Requirements
• Official transcripts (with English translation if needed)
• GMAT or GRE scores are not required but strongly recommended for applicants with GPAs below 3.3
• Two letters of recommendation
• Two essays
• Resume
• Official TOEFL, PTE, or IELTS (international applicants)
• $150 application fee
• Personal interview (by invitation only)

Application Deadlines
October 15
November 15
January 15
March 1*
May 1
June 1**

* Final deadline for international applicants; we highly recommend all application materials, including recommendations, be submitted by this date to ensure sufficient time for visa processing.
** Qualified applications received may be reviewed on a space-available basis.

Apply today by scanning the QR code or visiting: merage.uci.edu/apply

Undergraduate Degrees
Information & Computer Sciences 16%
Social Sciences 2%
Other 7%
Humanities 2%
Engineering 14%
Health Sciences 2%

Business Administration 29%
Biological Sciences 2%
Economics 26%

12 Countries and Regions Represented

Undergraduate Universities Represented
UC Irvine 12%
Other UC Schools 12%
Other U.S. Schools 27%
International Schools 49%

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