

Business Analytics, M.S.

M.S. in Business Analytics (<https://merage.uci.edu/programs/masters/master-science-business-analytics/>)

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Business analytics involves the application of sophisticated statistical and analytical methods to extract business value and strategic advantage from the growing availability of large data sets. The ability to effectively analyze evidence-based data is becoming critical for every firm in every industry, so that the demand for professionals with business analytics skill sets far outstrips the supply of such individuals. Big data and analytics have become an essential factor of production at par with traditional labor and capital inputs.

Responsive to these trends, the Paul Merage School of Business offers a Master of Science in Business Analytics, a self-supporting full-time degree targeted at a mix of individuals with and without work experience in four or five quarters.

Applicants may apply directly to the Paul Merage School of Business. Applicants must meet all the prerequisite requirements at the time of matriculation into the program. Admission to graduate-level 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. A quantitative background is encouraged, so undergraduate degrees in mathematics, computer science, economics, statistics, engineering, and physics are recommended.

Applicants for admission will be evaluated on their academic record and potential for leadership, as demonstrated by the materials submitted in the application. These materials must include official university transcripts, two letters of recommendations, two essays, a resume, and a personal interview (by invitation only). The GMAT or GRE are not required but strongly recommended for applicants with GPA's under a 3.3. While these tests are not required, the admissions team is looking for evidence of strong verbal and quantitative skills.

If the potential applicant received their undergraduate degree from a foreign country and their primary language is not English, they will be responsible to take the TOEFL exam with a minimum score of 80 on the internet-based test. A Pearson Test of English (PTE) may be substituted for the TOEFL. The minimum score for the PTE is 53.

The curriculum explores three essential areas of training: data management, analytics methods, and business context. Students learn how to handle large data sets, and apply a range of analytics methods – including data analytics, marketing analytics, and operation analytics – to gain business insights relevant to a specific business context.

The program consists of 10 core courses (32 units) and five elective courses (20 units), for a total of 52 units to be completed in four or five quarters. The required courses are as follows:

A. Complete the following:	
BANA 200	Foundations of Business Analytics
BANA 201A	Statistics for Data Science
BANA 201B	Management Science for Analytics
BANA 205	Foundations of Marketing
BANA 211	MSBA ProSeminar (four quarters)
BANA 212	Data and Programming for Analytics
BANA 273	Machine Learning for Analytics
BANA 277	Customer and Social Analytics
BANA 298A	Business Analytics Capstone Prep
BANA 298B	Business Analytics Capstone Project
B. Select five BANA or other Merage graduate program elective course offerings.	