Master of Science in Business Analytics

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 produces 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.

Why Business Analytics at UC Irvine?

- Three flexible curricular tracks: data analytics, marketing analytics, and operations analytics
- A capstone course with industry-based experiential projects
- STEM-certified (36 months of Optional Practical Training)

Program Structure

Students are required to complete 13 courses including 8 required courses for a minimum of 50 units.

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<th>SUMMER</th>
<th>FALL</th>
<th>WINTER</th>
<th>SPRING</th>
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<tbody>
<tr>
<td>Foundations of Business Analytics (2 units)</td>
<td>Foundations of Marketing (4 units)</td>
<td>Management Science for Analytics (4 units)</td>
<td>Capstone Project (4 units)</td>
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<td>Statistics for Data Science (4 units)</td>
<td>Data and Programming for Analytics (4 units)</td>
<td>Web and Social Analytics (4 units)</td>
<td>ProSeminar (0 units)</td>
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<td>Business Intelligence for Analytics (4 units)</td>
<td>ProSeminar (0 units)</td>
<td>Capstone Prep (0 units)</td>
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<td>ProSeminar (0 units)</td>
<td>Electives (8 units)</td>
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<td>Elective (4 units)</td>
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The elective courses within the three curricular tracks include:

- Advanced Data Analytics
- Big Data & Cloud Computing
- Marketing Analytics
- Marketing on the Internet
- Operations Analytics
- Predictive Analytics
- Special Topics in Analytics
- Supply Chain Analytics

A key component of the program is the capstone project where student teams work on real-world data analytics projects from area companies under the supervision of faculty and industry professionals.

UCI Paul Merage School of Business
merage.uci.edu/go/msba
**Career Advising**

One of the benefits of the Merage School MSBA program is our personal approach to career development in our ProSeminar courses. 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 plan development, resume and cover letter writing, interview preparation, and offer evaluation and salary negotiation. Our staff maintains an extensive network of hiring organizations and provides resources and activities to help you make important career connections. We partner with you to ensure that your education and overall experience makes the best possible impact on your career.

**Financial Aid**

Pursuing your MSBA degree is an important investment in your future. The dedicated professionals in our Financial Aid office will share information with you regarding loan programs and merit-based scholarships.

For more information on financing your degree, contact Alda Ruggiero 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/go/msba](http://merage.uci.edu/go/msba). To apply, visit [merage.uci.edu/go/applyonline](http://merage.uci.edu/go/applyonline).

**Admission Requirements**

Applicants 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 requires an undergraduate degree with an acceptable level of scholarship from an institution of recognized standing. A strong quantitative background including coursework in subjects such as mathematics, computer science, economics, statistics, engineering, and physics is encouraged. If the undergraduate training is not sufficiently quantitative, three or more years of work experience in a field related to business analytics is recommended. 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 (with English translation if needed)
- Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) scores
- Two letters of recommendation
- Two essays
- Resume
- Official TOEFL, PTE, or IELTS (international applicants)
- A personal interview (by invitation only)

**About the Merage School**

- Ranked in the Top 5 business programs in California ([U.S. News & World Report, 2017](http://usnews.com))
- Located in Irvine, the safest city in the United States, in close proximity to many companies with a strong data analytics focus
- Surveys suggest the Irvine/Orange County area will see a 15% increase in related job positions over the next 10 years
- Tied for 6th in the U.S. and 20th in the world for salary percentage increase ([Financial Times, 2016](http://financialtimes.com))

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