Master of Science in
Business Analytics

Business analytics is an entire realm of science concerned with seeing the bigger picture — using data in order to visualize the vast wealth of application potential within a business environment. USD's Master's in Business Analytics program is truly unique. It was developed in partnership with industry experts, includes a study abroad opportunity, and is well positioned to help students create bridges between new technologies and business applications yet to be discovered.

Learn to Speak Data Fluently in Less Than a Year

USD's STEM-certified master's in business analytics program consists of 36 units designed to empower you to develop a set of data analysis skills to apply in the real world. In just 10 months, you will learn how to use analytical tools, such as Python, SQL and Tableau, which are immediately integrated into a myriad of business realms, such as accounting, finance, management, supply chain and operations management and marketing. You will also have an opportunity to apply this knowledge to real-world projects in courses such as Analytics Programming, Data Management, Interactive Data Visualization and Data for Social Good. You will even complete an international consulting project abroad in a location of your choice.

The Right Fit for the Master's in Business Analytics Program

This program is for the future business leader who wants to both understand the system and have the ability to change it — for the betterment of not only their business but also their community. It is recommended that candidates have an undergraduate degree in business, computer science, economics, engineering or the sciences, and at least one semester of college-level calculus is required. The ideal candidate may already have some relevant post-undergraduate work experience, but even those without experience are welcome to apply.

USD's master's in business analytics program can help prepare you for a wide range of careers, including:

- Chief marketing officer
- Consulting specialist
- Consumer trends analyst
- Data analyst
- Financial analyst
- Industrial engineer
- Market research analyst
- Operations research analyst
- Project manager
- Supply chain manager

Sharper Insights. Smarter Business. Your Chance to Drive Change.

There is a high demand for professionals with a thorough understanding of business analytics and its applications. For example, the Bureau of Labor Statistics projects that the demand for market research analysts will grow by 23 percent from 2016 to 2026, whereas the projected average growth for all occupations is 7 percent. The same is true for related fields, largely because, as BLS puts it, "employment growth will be driven by an increased use of data and market research across all industries." Where there is data, there is demand.

University of San Diego
SCHOOL OF BUSINESS

ADMISSIONS REQUIREMENTS

Ready to apply? Here is what you need to get started:

- Minimum GMAT score (or GRE equivalent) of 600
- College-level calculus grade of B- or better
- Online application plus supporting documents

Application Deadlines:

- January 15
- March 1
- May 1

PROGRAM OUTCOMES

- Demonstrate the application of data analysis techniques to impact an organization's "triple bottom line" (economic, environmental and social outcomes)
- Develop advanced data analytics skills to critically analyze information and make appropriate business decisions
- Apply data visualization software to present the output of an analytics problem
- Develop a model of a case problem, using business analytics skills and tools, to recommend appropriate actions to management
- Gain expanded knowledge of professional ethical responsibilities and standards in business analytics
- Learn to write a compelling research report and make a professional business presentation backed by data and analytics

Applied Learning on a Global Scale

As part of the master's in business analytics curriculum, you will have the opportunity to work on a consulting project for a real business overseas during January intersession. Recent locations include Buenos Aires, Argentina; Munich, Germany; Shanghai, China; and Rio de Janeiro, Brazil. The international consulting class will train you to visualize current international trends and will allow you to gain hands-on experience, build a worldwide network and develop interpersonal business skills.
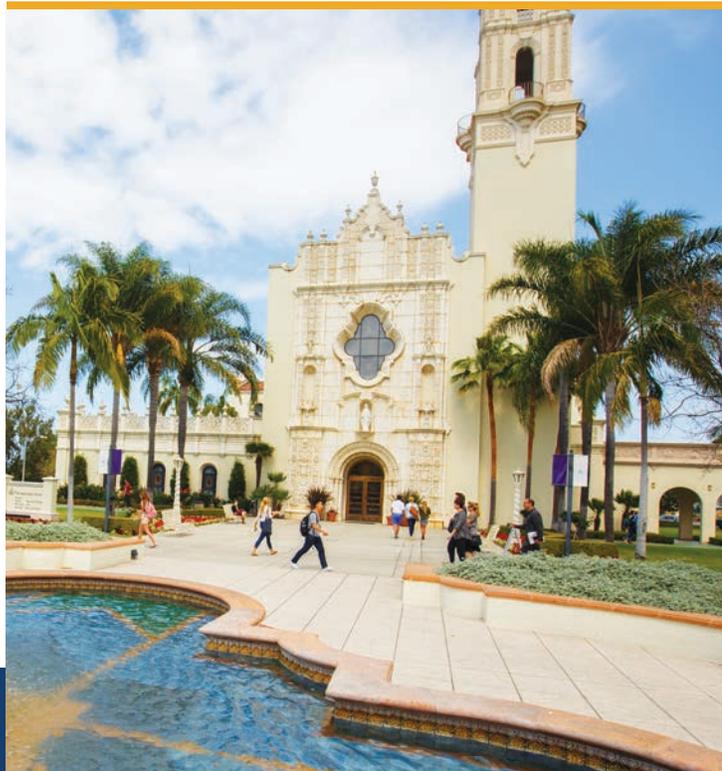
#1 **Most Beautiful Campus**
Princeton Review, 2017

#14 **Best Colleges in the West**
Business Insider, 2016

#66 **World's Top Business Schools**
CEO Magazine, 2017

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