LEADERSHIP IN THE DIGITAL ENTERPRISE

Our guiding principle: sustainable value is created by high-performance professionals with the perspective to ask the right business questions, the technical chops to deploy the right data science tools and the managerial savvy to lead organizational change.

The UC Davis Master of Science in Business Analytics integrates these three key competencies in one intensive curriculum.

The program is designed to prepare you to thrive as an innovative leader in the digital economy.

UC DAVIS MSBA PROGRAM HIGHLIGHTS

The UC Davis program is distinctive in how we will prepare graduates to meet industry need for managerial talent in analytics.

- **Complements** data science skills with business knowledge and organizational savvy.
- **Recognizes** the importance of a diverse set of skills in analytics work, by admitting students based on leadership in a specific skill set (quantitative analysis, computing, business experience or organizational effectiveness) and bringing them together in teams with leaders who have complementary strengths.
- **Emphasizes** learning-by-doing and teamwork through a real-world corporate analytics project with faculty mentors. The project runs the duration of the program.
- **Emphasizes** analytics lifecycle experience in project work through several stages: identifying the opportunity, problem structuring, solution, persuasion and implementation.
- **Inspires** learning from student peers with backgrounds in analytics and humanistic disciplines, new college graduates and mid-career.

INAUGURAL CLASS
- Fall 2017

SAN FRANCISCO LOCATION
- Unlock your career potential with our deep connections with San Francisco and Silicon Valley companies on the forefront of the Big Data revolution

TUITION AND FEES
- Estimated $55,000 for degree

FULL-TIME PROGRAM
- Fridays and Saturdays
- Balance your professional and personal responsibilities

STEM-CERTIFIED PROGRAM
- International graduates; 36-month Optional Practical Training extension
- UC Davis ranked No. 1 value college for women in STEM (Forbes 2016)

In collaboration with industry partners and drawing on the deep expertise at UC Davis, we have created a distinctive curriculum that blends organizational effectiveness with computing and analytic skills. This synchronizes classroom and applied learning through a 10-month corporate project.

Professor Hemant Bhargava
Jerome and Elsie Suran Chair in Technology Management
UC Davis MSBA Program Co-Founder
## ACCELERATE YOUR CAREER

Our experienced Career Development team has a proven track record of successfully assisting graduate business students with their career search. Our talent broker approach will help you launch your future as a leader in business analytics.

UC Davis MSBA graduates will go beyond demonstrating the value of data. **You will be ready to lead and influence business decisions** in a range of roles, including business intelligence analyst, supply chain analyst, director of digital marketing, manager of human resources analytics and revenue manager.

## ADMISSIONS

- Undergraduate degree
- GMAT or GRE results
- Personal essay
- Two recommendations
- Interview (by invitation)
- Prerequisite coursework in computing, mathematics and statistics

## UNIQUE, HANDS-ON BUSINESS ANALYTICS PROJECT

From **day one of the program**, you’ll join a five-member team to tackle a business analytics project for a corporate client, **helping you interpret coursework through a real-world lens**. The 10-month project course **puts your skills into play immediately**. You’ll solve complex business problems starting with an analytical framework, collecting and analyzing data, extracting insights and presenting recommendations for action to the client company.

## BE A PART OF OUR INAUGURAL CLASS STARTING FALL 2017

- **Attend** an admissions event to learn more.
- **Schedule** your personal admissions consultation.
- **Start** your online application.
DESTINATION: SUCCESS

The UC Davis Graduate School of Management is a world leader in management research and education. Explore how we can help you achieve personal and professional success and use the power of business to make a positive impact on the world.

FULL-TIME MBA
21-month program | UC Davis main campus | Immersive experience

BAY AREA MBA
2- or 3-year self-paced, part-time program | Bishop Ranch, UC Davis San Ramon campus | Convenient weekend format

SACRAMENTO MBA
2- or 3-year self-paced, part-time program | UC Davis Sacramento campus | New weekend format

MASTER OF PROFESSIONAL ACCOUNTANCY (MPAc)
Nine-month lockstep program | New 21-month option | UC Davis main campus | Top preparation for CPA exam

MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)
10-month integrated program | UC Hastings Downtown San Francisco | Big data, big opportunity

EXECUTIVE EDUCATION
Full- and half-day open enrollment programs | UC Davis main campus and San Ramon campus | Build or refresh your skills

UNIVERSITY OF CALIFORNIA: THE BEST PUBLIC UNIVERSITY IN THE WORLD

Earn your graduate business degree within the world’s premier public research university system. At UC Davis you can:

- Partner with diverse students across campus—and develop your collaborative and cross-disciplinary skills to gain a competitive professional edge.
- Team up with scientists and engineers to build lab-to-market paths for cutting-edge research—or launch your own venture with support from our UC Davis Institute for Innovation and Entrepreneurship.
- Solve pressing issues in healthcare delivery and operations for the world-class UC Davis Health System.
- Tap into the world’s leading viticulturists, brewers and food scientists at the UC Davis Robert Mondavi Institute for Wine and Food Science.

“...I chose UC Davis because it offered the depth and range of courses I needed to satisfy my intellectual curiosity—in a close-knit, highly collaborative program.

Raymundo Beristain-Barajas MBA 16
Marketing Manager, New Business Initiatives
Intel Inc. | Portland, Ore.
Summer Intern, Blockchain Technology
Intel Labs | Portland, Ore.

- Immerse yourself in the world’s innovation hub: Our faculty, alumni and students open doors to the hotbed of high-tech activity in the San Francisco Bay Area and Silicon Valley.
- Fast-track technology transfer as an intern at the UC Davis Energy Efficiency Center, the first university-based energy efficiency center in the U.S.
YOUR COMMUNITY, YOUR CLASSMATES

TALENTED, DIVERSE, INTERESTING, SMART.

You’ll fit right in, studying alongside the likes of...

- **TEDx innovators** delivering inspiring talks on digital agriculture, the dangers of creativity, urban dance, medical missions and the impact of listening.
- **The founder** of the No. 9 ice cream maker, according to U.S. News & World Report’s best ice creams list.
- **The former manager** of a unique permaculture commercial farm in Malawi.
- **A Class V river raft guide**.

- **A first-in-his-class** commander of a U.S. Marines training unit.
- **An upscale children’s clothing designer**, manufacturer and retailer.
- **An entrepreneur** delivering craft beer directly to homes in the Bay Area.

YOUR FACULTY

At the Graduate School of Management, you’ll enjoy close relationships with our dynamic community of scholars and industry experts who will know your name and challenge you to be your best. Our faculty are global leaders in their fields, actively engaged with the business world through pioneering research, knowledge sharing and setting best practices. Among these trailblazers:

- **Professor Kimberly Elsbach** conducts pioneering research into creative collaboration—including at Mars/Wrigley’s Global Innovation Center in Chicago.
- **Professor Andrew Hargadon** directs the UC Davis Institute for Innovation and Entrepreneurship, and is the author of Sustainable Innovation: Build Your Company’s Capacity to Change the World.
- **Professor of the Year Marc Lowe** shares his deep connections, experience and insights into startups, drawing on his senior executive roles in Silicon Valley. He also advises student teams for Integrated Management Projects, our capstone MBA experience consulting for partner companies.

Our students’ experience is nothing short of transformational. It’s rewarding to watch them become grounded in core business knowledge that serves as their launch pad for a successful career. Their time at UC Davis is also one of introspection, during which they assess personal strengths and opportunities for growth, and fine-tune their goals.

*Professor Shannon Anderson*  
Teaches in MBA and MPAc programs
ACCELERATE YOUR CAREER

OUR TALENT BROKER APPROACH

We help you assess and refine your professional interests, personal values and diverse talents. Our career team uses that information to match you with companies with the best internship and career opportunities.

YOUR NEXT STEPS

■ See our website for complete information on our programs.
■ Attend an admissions event around the globe.
■ Visit a class at any of our three campuses.
■ Schedule your personal admissions consultation.
■ Start your online application.

WHERE YOU’LL FIND OUR GRADUATES

■ Discovering innovative products to help California’s largest public utility’s customers reduce greenhouse gas emissions.
■ Driving analysis and insights behind the success of 200+ software products.
■ Directing medical affairs for the third-largest not-for-profit health system in the U.S.
■ Launching a company that innovated the “perfect” wine cork alternative.

I gained the communication and teamwork skills necessary for success as an auditor. The helpful professors and many networking opportunities made my dream career come true.

Susie Wang MPAc 14
Master of Professional Accountancy alumna
Audit Associate | KPMG LLP | San Francisco

My UC Davis MBA gave me the business knowledge and tools necessary to accelerate my career at Tesla.

James Chen MBA 11
Manager, Worldwide Vehicle Accessories
Tesla Motors Inc. | Fremont, Calif.

“...