# UCDAVIS MSBA MASTER OF SCIENCE IN BUSINESS ANALYTICS

Top 10 MSBA in the U.S.

Top 20 Globally for **Employability of Grads**  Top 20 Globally for Value of the Degree

### DATA >> INSIGHTS >> INFLUENCE

The UC Davis Master of Science in Business Analytics develops high-performance professionals who can create business value from data and models.

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

# Collaborative, Hands-on **Business Analytics Project**

UC Davis MSBA strategic projects bring company partners together with student teams and a faculty advisor. In the oneyear course, you solve complex data analytics problems and present recommendations to the client company.

**Recent Student Practicum Projects:** 



#### Adoption Analytics In Enterprise Software

Developed data-driven methodologies to help customer success teams effectively engage with Autodesk's customers.

#### LUCKY # BRAND

#### Omni-channel Merchandising at Fashion Retailer

Optimized the product assortment at retailer's 250 locations and integrated the in-store customer experience with its rapidly expanding e-commerce channel key to its profit strategy.

## charles SCHWAB

#### Metrics Dashboard for Financial Services Leader

Built an interactive, self-service dashboard that provides a state-of-the-business view of key metrics for Charles Schwab.

# **CBRE**

#### **Optimizing Workforce Environment**

Tapped Internet-of-Things technology to explore real-time occupancy data to help CBRE's client McKesson to influence productivity by improving space utilization.



#### San Francisco Location

- Classes held in San Francisco.
- Advance you career potential with our deep corporate connections in the Bay Area, Silicon Valley and beyond.

#### **Program Schedule**

- Classes on Fridays, Saturdays and most Tuesdays.
- On Tuesdays we offer daytime and evening sessions. We seek to accommodate working professional students' schedules with the evening classes.

#### **Proven Placement Success**

Our alumni are leading data-driven business transformation at companies that include Google, Facebook, Twitter, Amazon, Walmart.com, Alibaba, Visa and Charles Schwab.

\$96.5K AVERAGE SALARY

STUDENTS

WORKING IN UNITED STATES WITH AVERAGE SALARY OF \$103,368

(2018 graduates)

#### **STEM-Certified Program**

UC Davis ranked No. 1 value college for women in STEM. (Forbes 2016)

**36** International graduates eligible for MONTH 36-month Optional Practical Training extension.

#### UC Davis MSBA One-Year Curriculum

	FALL	WINTER	SPRING
BUSINESS	Introduction to Business Analytics	Organizational Issues in Implementing Analytics	Application Domains
COMPUTING	Data Management Data Visualization	Data Design and Representation	Big Data
ANALYTICS	Statistical Reasoning and Exploration Foundations of Analytics	<ul><li>Advanced Statistics</li><li>Machine Learning</li><li>Topics in Business Analytics</li></ul>	<ul> <li>Analytic Decision Making</li> <li>Topics in Business Analytics</li> </ul>
PRACTICE	Practicum - Initiation	Practicum - Elaboration	Practicum - Analysis and Implementation

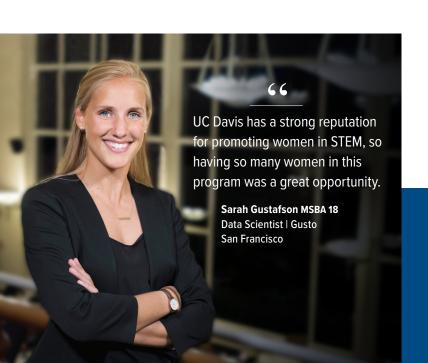
#### UC Davis MSBA Edge

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

- Blends data science skills with business knowledge and organizational savvy.
- Recognizes the importance of a diverse skill set in analytics, bringing together teams with complementary strengths in quantitative analysis, computing, business experience or organizational effectiveness.
- Emphasizes learning-by-doing and teamwork through a one-year analytics project with a corporate sponsor and faculty mentors. Integrated with your studies, the project scope runs from identifying the opportunity, to problem structuring, to solution, to client persuasion and implementation.

#### **Tuition and Fees**

**\$58,920** for the incoming class of 2020.





#### Incoming Class of 2018 Profile









AVERAGE

# Your Next Steps

**Connect With Us** (530) 752-7658 | msba.admissions@gsm.ucdavis.edu ₩ UCDavisBigData **O** UCDavisMSBA

msba.ucdavis.edu