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 one-year 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.
- 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.
- 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.
- 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.

As a Bay Area working professional, I earned a UC Davis MSBA to further enhance my quantitative skills while the program schedule allowed me to balance my responsibilities at Adobe with valuable experiences inside and outside the classroom.

Dane Hamlett MSBA 18
Manager | Business Analytics
Adobe Systems Inc.

Full-Time MBA | Part-Time MBA in Sacramento and Bay Area | Online MBA | Master of Professional Accountancy | Executive Education
Classes are held in the heart of San Francisco.

“I chose the UC Davis MSBA for two reasons: San Francisco as a global innovation hub and the year-long practicum project—which led to a career role at Charles Schwab.”

Sonic Prabhudesai MSBA 18
Manager | Strategy Analytics, Investor Services Strategy
Charles Schwab

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.

UC Davis MSBA One-Year Curriculum

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UC Davis has a strong reputation for promoting women in STEM, so having so many women in this program was a great opportunity.

Sarah Gustafson MSBA 18
Data Scientist | Gusto
San Francisco

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Sonic Prabhudesai MSBA 18
Manager | Strategy Analytics, Investor Services Strategy
Charles Schwab

Incoming Class of 2018 Profile

- Average GMAT Score: 716
- Average GRE Score: 166
- Average Undergraduate GPA: 3.47
- Average Years of Work Experience: 3
- Women: 65%
- Men: 35%
- Average Graduate Age: 30
- AVERAGE YEARS OF WORK EXPERIENCE

Your Next Steps

Connect With Us
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UCDavisBigData | UCDavisMSBA

msba.ucdavis.edu

Tuition and Fees

$58,920 for the incoming class of 2020.