

UC DAVIS MSBA

MASTER OF SCIENCE IN BUSINESS ANALYTICS



No. 1 Worldwide for
Return on Investment

Top 10 Globally for Value of the
Degree—Four Straight Years

(QS Business Masters Rankings 2023)

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.

You'll learn to ask the right questions to deploy the technical skills, data science tools and the managerial savvy to lead organizational change. You'll thrive in the global innovation hub of San Francisco and Silicon Valley, networking with trailblazers who are pushing the envelope on business analytics and data-driven decision making.

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.

Highlighted Practicum Projects:

charles SCHWAB

Metrics Dashboard for Financial Services Leader

"This is all about new innovation...I couldn't be happier. I have been impressed with the caliber of the Master of Science in Business Analytics students who came to Schwab and their willingness to come in and understand our business."

Jackie Chin

Vice President of Retail Analytics
Charles Schwab

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.

kiva

Optimizing Workforce Environment

Developed analytical insights and models for San Francisco non-profit to grow the value and use of its financial services for the underserved worldwide.

“

I chose the UC Davis MSBA program because of its rigorous curriculum, direct access to world-class faculty and industry experts, and the opportunity to network in the Silicon Valley and Bay Area.

Ana Parra Vera MSBA 20

Technical Program Manager | Data Analytics
Google

San Francisco Location

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

Program Schedule

- One-Year program.
- Classes on Fridays, Saturdays and most Wednesdays.
- Enables students to focus on classroom learning and maximize opportunities to meet with practicum clients, collaborate on team projects, and take advantage of San Francisco location for networking and career search.

Proven Placement Success

Our alumni are leading data-driven business transformation at companies that include **Amazon, Apple, Google, Instacart, LinkedIn, McKinsey, Meta, Microsoft, Square, Tesla, Walmart, and more.**

\$135K+
AVERAGE
SALARY

\$19K+
AVERAGE
SIGNING BONUS

(2022 graduates, three months after graduation.
Final report released in early 2023.)

STEM-Designated Program

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

UC Davis MSBA One-Year Curriculum

	SUMMER (4 UNITS) *	FALL (13 UNITS)	WINTER (14 UNITS)	SPRING (13 UNITS)
BUSINESS	<ul style="list-style-type: none"> Foundations of Analytics* 	<ul style="list-style-type: none"> Information, Insights, and Impact 	<ul style="list-style-type: none"> Organizational Issues in Implementing Analytics 	Sample Electives (<i>select one</i>) <ul style="list-style-type: none"> Application Domains People Analytics
COMPUTING		<ul style="list-style-type: none"> Data Management Data Visualization 	<ul style="list-style-type: none"> Data Design and Representation 	<ul style="list-style-type: none"> Big Data
ANALYTICS		<ul style="list-style-type: none"> Statistical Reasoning and Exploration 	<ul style="list-style-type: none"> Advanced Statistics Machine Learning Topics in Business Analytics 	<ul style="list-style-type: none"> Analytic Decision Making Topics in Business Analytics
PRACTICE		<ul style="list-style-type: none"> Practicum – Initiation 	<ul style="list-style-type: none"> Practicum – Elaboration 	<ul style="list-style-type: none"> Practicum – Analysis and Implementation

* Summer session starts in early August

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.



I chose the UC Davis MSBA for two reasons: San Francisco as a global innovation hub and the year-long practicum project.

Sonic Prabhudesai MSBA 18
Client Partner | eCommerce
Meta

Incoming Class of 2022 Profile

167
AVERAGE GRE
QUANTITATIVE SCORE

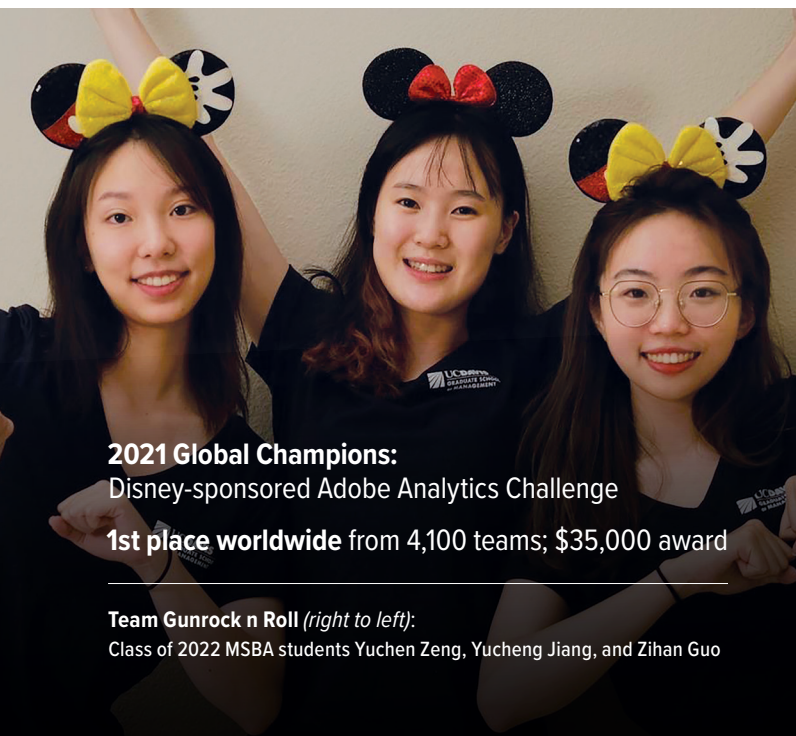
56%
WOMEN

44%
MEN

2
AVERAGE YEARS OF
WORK EXPERIENCE

3.5
AVERAGE
UNDERGRADUATE GPA

99
CLASS SIZE



2021 Global Champions:
Disney-sponsored Adobe Analytics Challenge
1st place worldwide from 4,100 teams; \$35,000 award

Team Gunrock n Roll (right to left):
Class of 2022 MSBA students Yuchen Zeng, Yucheng Jiang, and Zihan Guo

Your Next Steps



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UC Davis Big Data

UC Davis MSBA

ucdavismsba