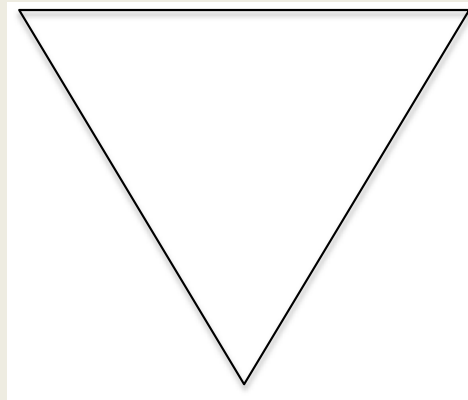


MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)

Concept

Analytics

Data Mining
Web Analytics
Social Network Analysis
Stats & Econometrics
Predictive Modeling
Prescriptive Analytics



Data

Data Management
Data Warehousing
Data Visualization
Programming

Business Context

Data Analytics
Marketing Analytics
Operations Analytics

Key Features

- One-year full-time program, August to June
- 50 units (30 core + 20 electives), including capstone project
- Three *flexible* curricular tracks
 - Data Analytics
 - Marketing Analytics
 - Operations Analytics
- Leverage MBA curriculum, and vice versa
- Provide guidance for Certified Analytics Professional (CAP) and aCAP (Associate CAP) certifications from INFORMS
- STEM certification
- Capstone project with local companies, such as Experian, Capital Group, Honda, Toyota, Irvine Company, Coca Cola
- Multiple analytics platforms, including R, Python, Weka, Alteryx, Tableau, Microsoft Azure, IBM Blue Mix, Amazon Web Services

Sample Program

<p>Summer Session II (5 Weeks)</p> <p>Foundations of Business Analytics (2 units) Statistics for Data Science (4 units)</p>	<p>Fall Quarter</p> <p>Foundations of Marketing (4 units) Data and Programming for Analytics (4 units) Business Intelligence for Analytics (4 units) ProSeminar (0 units) <i>Elective (4 units)</i></p>
<p>Winter Quarter</p> <p>Management Science for Analytics (4 units) Web and Social Analytics (4 units) ProSeminar (0 units) Capstone Prep (0 units) <i>2 Electives (8 units)</i></p>	<p>Spring Quarter</p> <p>Capstone Project (4 units) ProSeminar (0 units) <i>2 Electives (8 units)</i></p>

MSBA Electives

- Advanced Data Analytics
- Predictive Analytics
- Big Data Management
- Mastering Predictive Modeling (using Alteryx)
- Operations Analytics
- Supply Chain Analytics
- Marketing on the Internet
- Marketing Analytics
- Business Analytics Research Design and Implementation

Sample of MBA Electives

- Marketing Research
- New Product Development
- Advanced Micromarketing
- Social Media
- Technology & Strategy Consulting
- Revenue Management
- Decision Analysis
- Edge

Capstone Project

- Real world data analytics projects, sourced from companies in Southern California (and beyond)
- Students take 0-unit Capstone Prep course in Winter
 - Propose a project plan by the fifth week of the Winter quarter
 - Continue with background research and data preparation during the rest of the Winter quarter
- Students take 4-unit Capstone Project course in Spring
 - Presentation and Report due at the end of Spring quarter
- Project supervised by mix of faculty, alumni and industry experts

Questions I Have

■ Curriculum

- How much big data coverage (e.g., Hadoop, Spark, Hive, etc) to provide in required and/or elective courses?
- How much data management or data warehousing coverage is appropriate?

■ Governance

- Staffing model - dedicated versus shared?
- How to source experiential learning projects in a scalable manner?
- How to attract domestic applicants?
- Spinoffs - MBA/MSBA, BBA/MSBA, part-time MSBA, certificate programs, etc.

UC Irvine Paul Merage School of Business

