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

UCI Paul Merage School of Business
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
<table>
<thead>
<tr>
<th>Sample Program</th>
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<tr>
<td><strong>Summer Session II (5 Weeks)</strong></td>
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<tr>
<td>Foundations of Business Analytics (2 units)</td>
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<tr>
<td>Statistics for Data Science (4 units)</td>
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<td><strong>Fall Quarter</strong></td>
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<tr>
<td>Foundations of Marketing (4 units)</td>
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<tr>
<td>Data and Programming for Analytics (4 units)</td>
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<td>Business Intelligence for Analytics (4 units)</td>
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<td>ProSeminar (0 units)</td>
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<td>Elective (4 units)</td>
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<td><strong>Winter Quarter</strong></td>
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<tr>
<td>Management Science for Analytics (4 units)</td>
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<tr>
<td>Web and Social Analytics (4 units)</td>
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<tr>
<td>ProSeminar (0 units)</td>
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<tr>
<td>Capstone Prep (0 units)</td>
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<tr>
<td>2 Electives (8 units)</td>
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<td><strong>Spring Quarter</strong></td>
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<tr>
<td>Capstone Project (4 units)</td>
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<td>ProSeminar (0 units)</td>
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<td>2 Electives (8 units)</td>
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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.