The case to my faculty and dean … and to the industry …

Before

- Two organizational types couldn’t talk to each other…
  - The business guy & the tech guy

Now

- Three organizational types can’t talk to each other…
  - The business person & the tech person & the data person !!!
  - NOT A COMPUTER SCIENTIST
  - NOT A STATISTICIAN
  - NO, NOT ANOTHER MBA ….

BUSINESS DATA SCIENTISTS
Goizueta’s MSBA program

➢ Starting Aug 1, 2017, STEM designated

➢ Two paths

➢ Standalone Masters – open to qualified candidates globally

➢ Joint BBA/MSBA degree – recruit from our own BBA population

➢ First year goal: 35

➢ Expected steady-state strength: 40-45
Prerequisites

- Programming Language
- Databases & SQL

Curriculum
(31 Credits)

Pre-Fall Term (2 credits)
- BOOTCAMP
  - Math
  - Technology
  - Business / Consulting
  - Business Statistics

Fall Semester (15 credits)
- Managing Big Data
- Intro to Business Analytics
- Machine Learning I
- Social Network Analytics
- Data Visualization
- Decision Analytics & Optimization

Spring Semester (14 credits)
- Machine Learning II
- Elective #1
- Elective #2
- Capstone / Experiential Learning Course

10-month Program

Bootcamp is zero-credit

*3 credit course taught in the first half of the semester

**3 credit course taught in the second half of the semester

All other courses are 3 credits each

msba@emory.edu
Spillovers …

- For most hardcore MSBA courses taught in R/Python/other programming languages
- A click-click-click version for BBAs and MBAs
- Examples
  - *Introduction to business data analytics*
    - MSBA – R & Python
    - BBA/MBA – RapidMiner
  - *Social Network Analytics*
    - MSBA – R & Python
    - BBA/MBA – NodeXL

- Our MBAs are more talk-the-talk. Our MSBAs are walk-the-walk
- MBAs need at least enough to hire the right people … need to make sure that they are not overwhelmed by programming… to high a barrier to entry for many.
The admission process ...

- 3 rounds, over 300 – 330 applications in total
- 35 deposits (around 60 admits) – details below

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Average GMAT (GMAT – equivalent for GRE)</td>
<td>714</td>
</tr>
<tr>
<td>Average Quant percentile</td>
<td>89</td>
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<tr>
<td>Female</td>
<td>34%</td>
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<tr>
<td>Domestic</td>
<td>23%</td>
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<tr>
<td>Average work experience</td>
<td>1.7 years</td>
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<tr>
<td>US Degrees (amongst non-US citizens)</td>
<td>41%</td>
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</tbody>
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Things we are thinking about …

➢ Domestic input
  ➢ Just begun working with small colleges in GA, Alabama, etc. with their CS and math departments
  ➢ Not enough awareness
  ➢ Plan afoot to collaborate with other MSBA programs – our admissions director has began work, let us know if you’re interested

➢ Diversity
  ➢ Working on recruiting from Spelman College and Morehouse College (HBCUs)
  ➢ Need to do more for first generation college graduates

➢ UT Austin has the best record but need alternatives to ‘buying/scholarshipping’ students …