

BRIDGE THE TALENT GAP IN ANALYTICS



MASTER'S IN BUSINESS ANALYTICS / CURRICULUM GUIDE



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CHAPTER 1

IT'S TIME TO ADD "ANALYTICS" TO YOUR RESUME

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It's Time to Add
“Analytics” to Your
Resume

At a Glance — USD's
Master of Science in
Business Analytics

Chart Your Course:
MSBA Sample
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Harness the Power
of Data with USD's
Master's in Business
Analytics!

From marketing to healthcare, from sustainability to engineering, countless industries are in desperate need of skilled experts who can bridge the gap between business-savvy teams and data-minded professionals.

An increasing number of employers are recognizing the critical need for strategic, analytical professionals who can use analytics tools to address impactful business questions, provide data-backed solutions, and ultimately, increase return on investment.

You have the valuable opportunity to add “analytics” to your resume, and in turn, become indispensable to employers everywhere.

As the demand for employees with data analytics skills continues to outpace the supply, the University of San Diego's Knauss School of Business is responding to this need by training “data translators” who have the technical skills to work with data, particularly within a business context.

Armed with USD's respected [Master of Science in Business Analytics](#), these data translators break down silos between departments and serve as integral players on business analytics teams — in organizations of all sizes across a broad range of industries.

Let's dive into what makes USD's MSBA a valuable and unique option for you!



CHAPTER 2

AT A GLANCE: USD'S MASTER OF SCIENCE IN BUSINESS ANALYTICS

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“The companies who will be most successful in the post-pandemic world will be those who find creative and innovative ways to harness the power of data analytics ahead of their competition.”



— Andrea Godfrey Flynn,
Faculty Member in the MS in
Business Analytics Program

MSBA Program Features:

ACCELERATED
10-MONTH PROGRAM

27 CORE UNITS +
9 ELECTIVE UNITS

FULL-TIME,
ON-CAMPUS PROGRAM

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BECOME "DATA FLUENT" IN LESS THAN A YEAR

In just 10 months, USD's [Master of Science in Business Analytics](#) program trains students how to apply data in a variety of business contexts and prepares students to communicate effectively with clients, programmers, business leaders and data scientists to drive tangible business results in the real world.

In addition to providing rigorous training in statistics and data mining, data management and data visualization methods, the MSBA program takes a holistic approach that also helps students develop effective communication, project management and team leadership skills.

The Master of Science in Business Analytics at USD'S Knauss School of Business trains you in highly sought-after analytics tools, such as:



By harnessing the power of data in the context of business leadership, graduates of USD's MSBA are in a position to hit the ground running on day one.

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MSBA COURSE EXAMPLES

In addition to relevant business courses like Financial Analytics and Marketing Analytics, [the MSBA curriculum](#) is very unique in that it offers students the opportunity to gain professional experience while they complete their degree through not just one, but three client project-based classes.

1 MSBA 507 | Data for Social Good

This course will explore how data is used in non-profits, schools, government agencies and social enterprises to further an organization's ability to address its triple bottom line. In this class, different analytics techniques will be explored to investigate social impact analysis, marketing analytics for nonprofits, donor data analytics, funding analytics for foundations, and business efficiencies as they relate to the building, measuring, and monitoring of social programming.

2 MSBA 510 | International Consulting

Students will work in teams to design and develop solutions to a business problem or strategic

initiative for a company abroad. The project will provide hands-on experience with the people, markets, economic policies, and business practices of the country in which the company operates. Students will use their own creativity and apply analytical tools to complete the project and communicate results to clients.

3 MSBA 512 | Capstone Project —

Students will work in teams with an industry partner to refine a business problem, identify necessary data to solve the problem, and statistically analyze existing data to develop solutions to the business problem or strategic initiative. Using company-specific data, students will utilize the programming, statistical, and business knowledge learned during the program to develop a solution to a business problem for the industry partner. Each team will have a faculty advisor and a key industry partner. Students will have interim presentations to the client and to classmates. Students will complete the project and communicate the results to clients via a presentation and a written report.

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Learn more about what makes USD's MSBA program unique:

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Other MSBA Course Topics Include:

- Applied Statistics
- Analytics Programming
- Data Management
- Interactive Data Visualization
- Technical Communication
- Data Mining
- Accounting Analytics
- Forecasting
- Marketing Analytics
- Financial Analytics
- Agile Decision Making
- Supply Chain Analytics

On top of these experiences, our small program size allows us to provide personalized career support and mentoring from Knauss School of Business professors and dedicated Student Success team.

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MAKE A POSITIVE IMPACT WITH AN MBA/MSBA DUAL DEGREE

In a world where business professionals are increasingly asked to use data to make informed decisions, business analytics has become a fundamental field that can be applied to many functional business roles.

With the [dual MBA/Master's in Business Analytics](#), you will gain a strong business foundation with the ability to develop applied analytical skills in order to make relevant and informed data-driven business decisions.

To pursue this dual degree program, you will need to apply and be accepted into both the MBA and the MSBA programs. Once you are accepted, you will participate in both programs at the same time, focusing on your MBA coursework during the first year of your studies before switching to MSBA courses in your second year.



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INDIVIDUALIZED PROFESSIONAL DEVELOPMENT OPPORTUNITIES

If there's one thing that professors at the Knauss School of Business are known for, it's the lengths to which they will go to see their students succeed.

When Lecturer in Management Andrea Yoder Clark realized the obstacles that her students would be facing as they entered the job market when the COVID-19 pandemic hit in Spring 2020, she got resourceful and created an opportunity for them through an apprenticeship program with her analytics consulting firm, building upon work completed during their capstone projects.

“The apprenticeship I completed with my capstone project faculty mentor helped me further develop my skills on both the technical and communication sides. I used Tableau quite often, which built on the work I did in my capstone project. And the weekly meetings with ResMed helped me practice giving presentations and insights to the managerial team.”

— Jessica (Shiyang) Northwood, MSBA '20



CHAPTER 3

CHART YOUR COURSE: MSBA SAMPLE SCHEDULE

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It's Time to Add "Analytics" to Your Resume

At a Glance — USD's Master of Science in Business Analytics

Chart Your Course: MSBA Sample Schedule

Harness the Power of Data with USD's Master's in Business Analytics!

The Master of Science in Business Analytics is a 10-month program that starts in mid-August and ends in May of the following year. The program is structured into five modules, including intersession.

**One semester of college-level statistics required prior to beginning the program.*

Mid August - Early September

- MSBA 500 Introduction to Data Analytics & Business Concepts
- MSBA 501 Applied Statistics

September - Early October

- MSBA 502 Analytics Programming I
- MSBA 504 Data Management
- MSBA 506 Prescriptive Analytics
- MSBA 509 Professional Seminar

Mid-October - Mid-December

- MSBA 503 Analytics Programming II
- MSBA 505 Interactive Data Visualization
- MSBA 507 Data for Social Good
- MSBA 508 Technical Communication

January

- MSBA 510 International Consulting Project

Late January - Mid-May

- MSBA 511 Data Mining for Business Analytics
- MSBA 512 Capstone

Discipline-Specific Courses

**Not all classes offered every semester*

- MSBA 530 Accounting Analytics
- MSBA 531 Forecasting/Applied Time Series Analysis
- MSBA 532 Financial Analytics
- MSBA 533 Digitization and Agile Decision Making
- MSBA 534 Marketing Analytics
- MSBA 535 Operations & Supply Chain Analytics

Note: It is recommended that candidates have an undergraduate degree in business, computer science, economics, engineering or the sciences, and at least one semester of college-level statistics is required. The ideal candidate may already have some relevant post-undergraduate work experience, but even those without experience are welcome to apply.



CHAPTER 4

**HARNESS THE POWER OF DATA WITH
USD'S MASTER'S IN BUSINESS ANALYTICS!**

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Never before has there been such a pressing need for professionals who can turn data into action.

Whether you choose to apply the skills you gain from USD's Master of Science in Business Analytics to a private corporation, the world of government and public administration, or the nonprofit sphere, you will reap the rewards that come with uncovering new opportunities for your organization.

We cannot wait to help you take the first step in transforming your professional future — [contact us today!](#)



TAKE THE NEXT STEP

Unlock MSBA Career Guide

Learn about careers in business analytics.

Download MSBA Application Guide

Explore specific MSBA admission requirements.

Request More Information

Connect with us and get additional guidance.

Explore FAQs

Get your important questions answered.

Review Application Checklist

Stay organized with this application checklist.

Apply Today

Transform your future; start your online application.



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