



There's Strength in Our Numbers

The Online MS in Business Analytics

The [Online Master of Science in Business Analytics \(MSBA\)](#) from the Leavey School of Business is designed to deliver the tools and skills you'll need to become a data-driven business leader. Built to meet the demand for professionals who can skillfully wield analytics tools to produce improved business outcomes, the Online MSBA delivers a powerful combination of information technology and business coursework.

Immerse yourself in an Online MSBA graduate program designed in the heart of Silicon Valley, and start thinking as a true big data visionary.

PROGRAM BENEFITS

- Hit the ground running with an introductory on-campus residency, and begin networking with your faculty and peers
- Offers a primer resource that covers the fundamentals of R and Python programming languages, and Linear Algebra
- Engage with a cutting-edge [curriculum](#) designed by an advisory board comprised of industry leaders
- Study under Leavey's [faculty](#) of seasoned business professionals
- Grow your professional network through alumni and faculty with deep ties to Silicon Valley
- Utilize our intuitive online learning management system to complete assignments, engage with lectures, track your grades and progress, and interface with classmates and faculty
- Cap off your master's experience with a company-sponsored practicum or capstone

ONLINE PROGRAM STRUCTURE

- 44 units
- 22 courses
- Five 10-week quarters
- Complete in just over one year
- One on-campus residency weekend
- Two annual starts, fall and spring
- Part-time and full-time enrollment options

ADMISSIONS REQUIREMENTS

- Completed [online application](#)
- \$100 application fee (waived for all current Santa Clara students and alumni, as well as veterans and active-duty military)
- Four-year bachelor's degree from an accredited college or university
- GMAT/GRE scores or [waiver](#)
- Official transcripts for undergraduate degree(s) and any post-baccalaureate work*
- Current resume or CV
- Two letters of recommendation
- Personal Statement
- Personal admission interview
 - Qualified applicants will be invited to schedule a personal admission interview. Interviews can be conducted in person at Santa Clara University, via Zoom, or by telephone
- Applicants for whom English is a non-native language must demonstrate English proficiency by submitting TOEFL or IELTS test scores
- The University's [COVID-19 vaccination policy](#) **strongly recommends** that all students be fully vaccinated against COVID-19.

* This includes extension programs and an evaluation from a NACES-accredited organization such as WES.

Accelerated Admissions for Leavey School of Business Alumni

The Leavey School of Business now offers a [preferred admissions pathway](#) for qualifying alumni, allowing students to bypass many of the standard admissions requirements.



The Curriculum

Core Courses (34 units):

- ISBA 2000** Linear Algebra (2 UNITS)
- ISBA 2400** Math for Business and Analytics with R (4 UNITS)
- ISBA 2402** Database Management Systems—Fundamentals of SQL (2 UNITS)
- ISBA 2401** Data Analytics with Python (4 UNITS)
- MKTG 2505** Data Science in Marketing (4 UNITS)
- ISBA 2403** Machine Learning with Python (4 UNITS)
- ECON 2509** Econometrics with R (4 UNITS)
- ISBA 2405** Prescriptive Analytics with Python (4 UNITS)
- ISBA 2700** Industry Practicum (6 UNITS)
- ISBA 2702** Design Capstone (6 UNITS)

Elective Courses (10 units, to be selected from the following):

- ISBA 2413** Big Data Modeling and Analytics (4 UNITS)
- ISBA 2415** Reinforcement Learning (2 UNITS)
- ISBA 2416** Applied The Business of Cloud Computing (2 UNITS)
- ISBA 2404** Dashboards with Tableau (2 UNITS)
- ISBA 2412** Data Visualization (2 UNITS)
- ISBA 2413** Database Analysis, Design and Management (2 UNITS)
- ISBA 2417** Cloud Computing Architectures (4 UNITS)
- ISBA 2411** Natural Language Processing (2 UNITS)
- ISBA 2414** Deep Learning (4 UNITS)
- FNCE 2404** Introduction to Time Series Forecasting (2 UNITS)
- FNCE 2408** Analytics for Finance (Panel Data) (2 UNITS)
- ECON 3000** Microeconomics for Business (4 UNITS)

Harness the Power of Big Data and Accelerate Your Career

The Online MSBA program offers a thorough yet focused curriculum, designed to sharpen your analytical skills and techniques and teach you to derive successful strategy from the data produced by contemporary econometric analytical tools and models. In this innovative program, you will:

- Learn foundational techniques and tools required for business analytics and data science, covering mathematics, statistics, software
- Leverage analytically driven decision-making to increase the value of your organization
- Learn to address challenges using appropriate data and suitable analytical tools
- Summarize and analyze quantitative information using statistics and data visualization

Take the first step toward business leadership.

To learn more about the Online MSBA from Santa Clara University, contact an admissions outreach advisor at **844-554-2425** or by email at onlinemsba@scu.edu.