



# 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

- 42 units
- 17 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](#)
- \$158 application fee (waived for all current SCU 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
- Three business essays—collected together in one document—should be uploaded in the “Documents” tab of the Program Materials section (it will be labeled “Personal Statement” there)
- 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
- All students, faculty, and staff are required to be fully vaccinated. To see full details please [visit the COVID-19 Vaccination FAQs](#).

### 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

### Prerequisites:

Due to the heavily quantitative nature of the Online MS in Business Analytics, applicants should provide evidence of successful completion of undergraduate coursework in statistics and calculus.

Applicants who have not completed these courses may be considered for provisional admission to the Online MSBA program, contingent upon their completion prior to enrolling in the program.

### Core Courses (32 units):

- MSIS 2402 Math for Business and Analytics (4 units)
- MSIS 2503 Database Management Systems – Fundamentals of SQL (2 units)
- MSIS 2507/IDIS 3802 Data Analytics with Python (4 units)
- MKTG 2505 Marketing Analytics (4 units)
- MSIS 2508 Machine Learning (4 Units)
- ECON 2509 Econometrics with R (4 units)
- MSIS 2510 Prescriptive Analytics (4 units)
- IDIS 3598 Practicum or Capstone (6 units)

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

- MSIS 2527 Big Data Modeling and Analytics (4 units)
- MSIS 2537 Reinforcement Learning (2 units)
- MSIS 2528 Applied Cloud Computing (2 units)
- MSIS 2529 Dashboards (2 units)
- MSIS 2539 Data Visualization (2 units)
- MSIS 2513 Database Management Systems–Design, Development & Administration (2 units)
- MSIS 2538 Cloud Computing Architectures (4 units)
- MSIS 2534 Natural Language Processing (2 units)
- MSIS 2536 Deep Learning (4 units)
- FNCE2524/FNCE2404 Time Series Analysis Forecasting (2 units)
- FNCE2525/FNCE2408 Analytics of Finance (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 SCU, contact an admissions outreach advisor at 844-554-2425 or by email at [onlinemsba@scu.edu](mailto:onlinemsba@scu.edu).