Master of Science in Business Analytics

Harnessing the power of big data to launch high-impact careers
Seize the Opportunity

The Master of Science in Business Analytics at USC Marshall prepares students for exciting and rewarding careers in business analytics and data sciences — one of the fastest growing fields in the United States. As it trains them to leverage big data for effective decision-making, the program empowers managers and recent college graduates with the critical knowledge and skills necessary to boost organizational performance.

Build Skills for Success

Students in the program acquire broad and in-depth training in all areas related to business analytics and big data analysis, including:
- Statistical modeling
- Data management
- Visualization
- Information security
- Optimization

The MS in Business Analytics equips students with key programming tools to analyze large and unstructured datasets — and to translate that analysis into improvements in business performance across a wide range of industries and functions, from marketing, finance and operations management to retail, manufacturing, banking and health care.

This Degree: Right for Me?

The program is designed for managers who want to develop or sharpen their analytical skills, and recent college graduates with strong analytical backgrounds eager to make their mark in business analytics and data sciences. Based in Los Angeles — a vital center for business and culture at the gateway to the Pacific Rim — the MS in Business Analytics offers access to world-class and award-winning faculty and an unparalleled alumni network that spans the globe, connecting you to vital resources to jumpstart your career.

Fast and Flexible

The master’s in business analytics requires 33 units and may be completed on a full- or part-time basis. Full-time students can earn their degree in 3 semesters; part-timers have the option to take one course per semester, pacing themselves as they continue working. Students customize their studies to meet individual career needs.

Curriculum

**REQUIRED COURSES**

**Core Courses (must be completed first)**
- DSO 510 Business Analytics
- DSO 545 Statistical Computing and Data Visualization
- GSBA 542 Communication for Management
- GSBA 545 Data Driven Decision Making

**Additional Required Courses**
- DSO 530 Applied Modern Statistical Learning Methods
- DSO 570 The Analytics Edge: Data, Models and Effective Decisions
- DSO 573 Data Analytics Driven Dynamic Strategy and Execution or DSO 599 Getting the Organization Ready for Big Data
- INF 559 Introduction to Data Management

**ELECTIVES**

Complete at least 13.5 units from the following:
- CSCI 585 Database Systems
- DSO 516 Probability and Data Modeling
- DSO 522 Applied Time Series Analysis for Forecasting
- DSO 528 Data Warehousing, Business Intelligence and Data Mining
- INF 510 Principles of Programming for Informatics
- DSO 536 Monte Carlo Simulation and Decision Models
- DSO 547 Designing Spreadsheet-Based Business Models
- DSO 562 Fraud Analytics
- DSO 566 Marketing Analytics
- INF 520 Foundation of Information Security
- DSO 549 Application of Lean Six Sigma
- DSO 599 Digital Analytics Strategy
- DSO 599 Information Design
- DSO 599 Game Data Analytics
- DSO 599 Healthcare Analytics

**COST OF ATTENDANCE**

Total tuition cost for the M.S. in Business Analytics program is estimated to be $60,651.

*Based on tuition for 2017-2018 school year

**ADMISSION REQUIREMENTS**

- GMAT or GRE scores are required.
- International students will need to take the TOEFL or IELTS exam.
- The MS in Business Analytics is an on-campus program.