

**The USC Marshall MSBA program** is a data science STEM program encompassed with a business lens. It is one of the longest running MSBA programs in the nation, and top ranked in the world. The program emphasizes project-based learning in the classroom, which means that our students acquire deeper business analytics knowledge through active exploration of real-world business challenges and problems. These projects are in collaboration with our industry partners, and they are in different business areas ranging from finance, operations, marketing, management, supply chain, and HR problems.

### THREE PILLARS

We describe our program as encompassing 3 pillars:

- 1 **Computer Science**
- 2 **Statistics, Machine Learning, and Optimization**
- 3 **Business Strategy**

### SKILLS

**Programming:** data cleaning, data munging, data visualization, web scrapping, and database management using Python, R, SQL, and NoSQL technologies

**Statistics & machine learning:** probability distributions, inferential statistics, supervised learning methods (linear regression, logistic regression, lasso, ridge regression, decision trees, LDA, QDA, KNN, PCR, neural networks, random forests, SVM), and unsupervised learning methods (k-means, hierarchical clustering), deep learning (CNN, RNN, LSTM, GAN)

**Optimization methods:** simulation models, linear, non-linear, discrete, and dynamic optimization

**Business specialization:** marketing analytics, fraud analytics, operations analytics, game analytics, time-series analysis, healthcare analytics, supply chain analytics, pricing strategies, text analytics and natural language processing

**Soft skills:** Business communication, dashboarding, consultation, collaboration, strategy, problem solving, problem framing

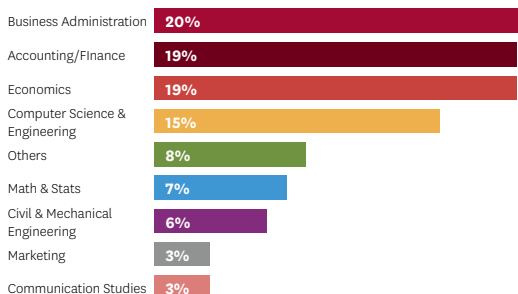
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### Class of 2020

Average GMAT .....	724
Average GRE .....	324
Average GPA .....	3.68
Average Age .....	24 yrs
Average Work Experience .....	1.8 yrs
International .....	74
Female .....	54

### 2019-2020 Incoming Majors



### Countries Represented - 12

<b>Canada</b>	6
<b>China</b>	35
<b>India</b>	17
<b>Taiwan</b>	8
<b>United States</b>	18
<b>Hong Kong</b>	3
<b>Korea</b>	3
<b>Australia</b>	1
<b>Germany</b>	1
<b>Pakistan</b>	1
<b>Seychelles</b>	1
<b>Serbia</b>	1

### Companies that hired MSBA

AgilOne	Fulcrum Financial	Lucid Software	Tredence Inc.
Airbnb	Inquiry LLP	Minnesota Timberwolves	Uber
Amazon	Genentech	NBCUniversal	UC Santa Barbara
Ancestry	Google	NetEase Games	Ugam
Applied Materials	Grindr	Neustar, Inc.	USC - Marshall School of Business
AT&T	Happy Money	Nordstrom	Verizon Media
Bangkit USA Inc	Health-Ade Kombucha	Novo Nordisk A/S	Visa
Bank of America	Houston Rockets	Pandora Media	Vivo
BCG Gamma	Humana	Paysafe	Walmart eCommerce
Bird	Insight Global	SoFi	Warner Bros. Entertainment
Blizzard Entertainment	Intel	Sony Pictures Entertainment	Wayfair
Charles Schwab	Jam City	Southern California Edison	Weixue Nova Intelligence Internet Technology Co. Ltd
City National Bank	Jukin Media	Symphony Health	
Comscore, Inc.	Kasasa	Tokopedia	
Deloitte	Linkedin		
Facebook	Los Angeles Homeless Services Authority		
First Republic Bank			