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 scraping, 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

### 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

<table>
<thead>
<tr>
<th>Business Administration</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting/Finance</td>
<td>19%</td>
</tr>
<tr>
<td>Economics</td>
<td>18%</td>
</tr>
<tr>
<td>Computer Science &amp; Engineering</td>
<td>15%</td>
</tr>
<tr>
<td>Others</td>
<td>8%</td>
</tr>
<tr>
<td>Math &amp; Stats</td>
<td>7%</td>
</tr>
<tr>
<td>Civil &amp; Mechanical Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Marketing</td>
<td>5%</td>
</tr>
<tr>
<td>Communication Studies</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Countries Represented

- Canada: 6
- China: 35
- India: 17
- Taiwan: 8
- United States: 18
- Hong Kong: 3
- Korea: 3
- Australia: 1
- Germany: 1
- Pakistan: 1
- Seychelles: 1
- Serbia: 1

### Companies that hired MSBA

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

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