The MSBA equips students with the necessary skills and knowledge to compete in the rapidly growing market for analytics and data science professionals. Companies in the private and public sector have a need for executives, analysts and specialists with advanced training in analytics technology and business management, and the Eccles School gives you just that. Students exit the program ready to enter the world of “big data.”

Scholarship Overview

To be eligible to apply for admissions scholarships, students must submit a complete MSBA application by the scholarship deadlines and have a minimum 550 GMAT score. Scholarships require a separate application that will be sent to eligible applicants with their admission decision or shortly thereafter. Criteria for selection of awards include demonstrated excellence in academic or professional pursuits, as assessed in your program and scholarship applications.

Scholarship Deadlines

Fall 2017
- Priority Scholarship Deadline: Feb. 1, 2017
- Final Scholarship Deadline: March 31, 2017

Spring 2018
- Priority Scholarship Deadline: Sept. 1, 2017
- Final Scholarship Deadline: Oct. 20, 2017

Application Information & Deadlines

For a complete list of application requirements, click on Admissions at MSBA.Eccles.Utah.edu

Application Deadlines:

Fall 2017
- International Priority Deadline: Jan. 7, 2017
- International Final Deadline: March 1, 2017
- Domestic Final Deadline: July 28, 2017

Spring 2018
- International Priority Deadline: Aug. 18, 2017
- International Final Deadline: Sept. 15, 2017
- Domestic Final Deadline: Dec. 8, 2017

Estimated Tuition & Fees

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Our business analytics curriculum integrates data analysis and business management, preparing students to enter the growing market of business analytics.

**Capstone Project**

Students complete a hands-on capstone project as the culmination of their degree. The capstone is an in-depth, consulting-based project where students complete data analysis for real companies. The capstone project is worth three credit hours and is completed over three semesters.

**Work-Compatible Class Schedule**

Because many of our students are mid-career, MSBA courses are primarily offered in the evening, with a limited number of daytime electives available. Once admitted, students meet with an advisor to map out an effective course of study.

- Full-Time students complete the program in 3 semesters
- Part-Time students complete the program in 4-6 semesters

**Prep for the aCAP Certification**

- MSBA students will be prepared to sit for the INFORMS Associate Certified Analytics Professional (aCAP) exam upon graduation. The aCAP is one of the most recognized analytics certifications and will help students be competitive for top job opportunities. The MSBA curriculum was designed to ensure students are well versed in aCAP exam concepts, including analytics domain knowledge and business problem framing. Students are responsible for the exam cost.

**Employment Statistics**

- **Starting Salary**: $63,903 (average starting salary of data analysts nationwide [source: PayScale.com])
- **Industry Growth**: 21% (data jobs in the private industry growth from 2003 to 2013 [source: U.S. Department of Commerce])

**Career Development**

With a number of Fortune 500 companies located in and near Salt Lake City, MSBA graduates have access to job opportunities at some of the most prestigious corporations in the United States. A dedicated career coach helps students to enter this growing, competitive market.

Learn more at: MSBA.Eccles.Utah.edu
Students are required to complete all of the core courses below.

- IS 6487 Introduction to Business Analytics (1.5)
- IS 6489 Statistics and Predictive Analytics (3)
- IS 6420 Database Theory and Design (3)
- IS 6482 Introduction to Data Mining (3)
- IS 6493 Data Science and Big Data Analytics (3)
- IS 6491 Data Visualization (1.5)
- IS 6496 Capstone Project (3)
- MKTG 6600 Marketing Analytics (3)
- MKTG 6310 Digital Marketing and Analytics (3)
- MKTG 6620 Machine Learning for Business Applications (3)
- OIS 6610 Analytical Decision Models I (1.5)
- OIS 6611 Analytical Decision Models II (1.5)

Elective Course Credits

Students complete 3 credit hours of electives, selected from the list below.

- ACCTG 6210 Strategic Cost Management (3)
- ACCTG 6610 Reading and Interpreting Financial Statements (3)
- ACCTG 6620 Business Analysis and Valuation (3)
- IS 6480 Data Warehousing Design and Implementation (3)
- IS 6483 Advanced Data Mining (3)
- IS 6484 Advanced Data Management (3)
- MKTG 6730 Strategic Marketing Communications (3)
- MKTG 6770 Consumer Insights and Analytics (3)
- FINAN 6380 Financial Modeling (3)
- FINAN 6400 Financial Engineering (3)
- OIS 6500 Visual Basic Applications for Business (1.5)
- OIS 6425 Six Sigma for Managers (3)
- STRAT 6850 Business Analytics (3)