The Master of Science in Business Analytics (MSBA) program 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.
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 industry partners. The capstone project is three credit hours completed over three semesters.

Credit Hours
- 33 Credit Hours
  - Core: 30
  - Electives: 3

Full- or Part-Time Format

Fall & Spring Semester Starts

Work-Compatible Class Schedule
Because many of our students have full-time jobs, 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

Prepare 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.

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 prepare to enter this growing, competitive market.

Concurrent Degrees
Students have the option to earn a Full-Time MBA, Professional MBA, MS Finance or MS Information Systems concurrently with the MSBA. Learn more at Eccles.link/MSBA-Concurrent.

Application & Admission Information >>