Ranked Top 10 in the U.S., 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.

Collection of photographs and logos from the MSBA program and Eccles School of Business.
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 put their classroom knowledge to work to execute data analysis for industry partners. The capstone project is three credit hours completed over three semesters.

Credit Hours
33
- Core: 30
- Electives: 3

Full- or Part-Time Format

Fall & Spring Semester Starts

Prepare for the aCAP Certification
MSBA students will be prepared to sit for the INFORMS Associate Certified Analytics Professional (aCAP) exam upon graduation, a globally recognized analytics certification. The MSBA curriculum is designed to ensure students are well versed in aCAP exam concepts, including analytics domain knowledge, data, model building, lifecycle management and business problem framing. Students are responsible for the exam cost.

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.

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 >>

EMPLOYMENT STATISTICS

STARTING SALARY
$70,000+
average starting salary of MSBA graduates, 2017-2018

EMPLOYMENT RATE
93%+
MSBA graduates employed 3 months post-graduation, 2017-2018

- Ranked Top 10 in the U.S. by the TFE Times
- Offers specialized training in an accelerated one-year format
- Provides flexibility to work full-time while attending evening classes
- Prepares students to sit for the INFORMS Associate Certified Analytics Professional (aCAP) designation
- STEM-designated program: F-1 graduates are eligible for an OPT extension