

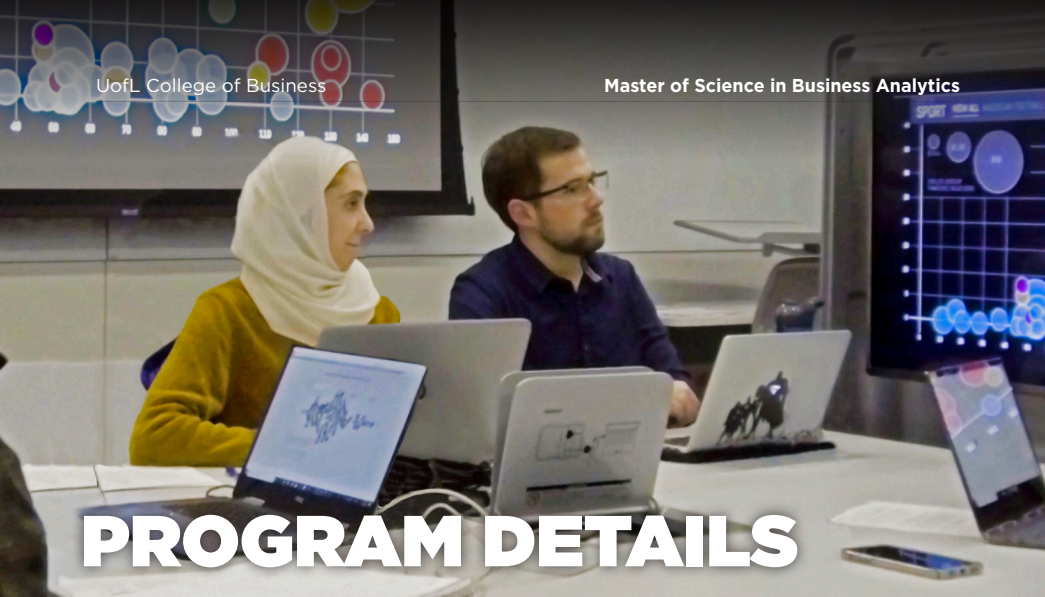


THE MSBA THAT PAYS

Master of Science in Business Analytics



Business.Louisville.edu/UofLMSBA



PROGRAM DETAILS

The STEM Master of Science in Business Analytics (MSBA) is an accelerated, 1-year program with a team-based structure that creates a rich and diverse learning environment. Students work both in teams and independently to complete the coursework.

- 30 credit hours
- Competitive paid internship
- Elective opportunities
- Evening classes
- Three semesters
- \$ 30,000 tuition regardless of residency
- Program start dates in January and August

Admission Requirements

- Undergraduate degree in business, science, technology, engineering, or math preferred
- At least one semester of college-level statistics
- GMAT/GRE waivers available to qualified applicants



Gain advanced analytical skills and significant career advantages. Learn more!

Learn more at: Business.Louisville.edu/UofLMSBA

Take advantage of a rapidly growing market for careers in business analytics. You'll learn how to turn real data into actionable business strategies, making you a smart choice for any employer.

Through 2026, the data science field will grow by

28%

Forbes.com

PROGRAM BENEFITS

- STEM-designated program
- Understand and use core data science technologies such as Python, R, SQL, and advanced data analysis techniques
- Clearly communicate and present conclusions from complex analytics
- Create models using statistical, data mining, and machine-learning techniques to support business decision making
- Apply leading analytic solutions to real-life problems
- Master data modeling and prediction techniques
- Identify and evaluate appropriate data analytics techniques for different business needs
- International student support
- Complementary pre-course modules in Python and Statistics to prepare you for success

Jobs that involve business data science include:

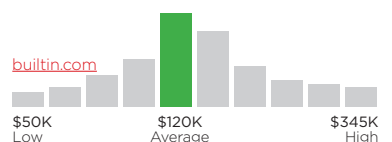
- Business Analytics
- Business Operations Manager
- Business Intelligence
- Information Security Analyst
- Management Analyst
- Market Research Data Engineer
- Operations Research Analyst
- Forensic Accountant
- Social Science Data Analyst
- Epidemiologist

<https://businessstudent.com/careers/hot-career-opportunities-in-data-science-right-now/>

Data Scientist-United States

Average base salary

\$123,397/yr



COMPETITIVE, PAID INTERNSHIP AND DATA- DRIVEN ELECTIVES

A competitive internship opportunity and capstone project provide real-world business analytics experience. You'll solve business issues working with real datasets.

Internship

The internship is determined on a competitive basis and lasts up to 11 months. It is an innovative, unique partnership between the College of Business and local companies. If awarded an internship, you'll get substantial work experience in an actual business setting.

The benefits of an internship cannot be overstated. The salary helps offset some of the tuition costs and the added workplace experience and improved resume credentials provide significant advantages to your marketability upon graduation.

Customize your MSBA

The MSBA program offers students the opportunity to focus on what matters most to them. The MSBA curriculum includes five elective courses, 7.5 credit hours to help you sharpen your analytical skills in relevant up-to-date technology and principles you are passionate about.

UofL MSBA EXPERT FACULTY

All classes are taught by extensively published PhD-level faculty and/or subject matter experts. All faculty are experienced in relevant areas and consult with local companies to develop realistic, demanding analytics projects that prepare students to excel in the workplace.

Program faculty have extensive experience in:

- Advanced Statistics/Business Analytics
- Business Communication
- Database
- AI and Machine Learning
- Healthcare Analytics
- Marketing Analytics
- Marketing Research
- Operations Research
- Strategy and Leadership
- Financial Analytics

CITY OF LOUISVILLE

Louisville.edu
1,285,439 Population
120 Parks

THE UNIVERSITY OF LOUISVILLE

Louisville.edu
22,471 Enrolled students
200+ Degrees
12 Colleges & schools

THE COLLEGE OF BUSINESS

Business.Louisville.edu
2,000+ Full-time undergraduate students
400 Graduate students
Accreditations: AACSB & SACS

LOUISVILLE

Our 287-acre Belknap Campus in the historic Old Louisville neighborhood is popular for its tree-lined thoroughfares, stately Victorian homes, and convenient student housing. It is minutes from the international airport, downtown Louisville, the Ohio River, Churchill Downs Racetrack, and the Floyds Fork Parklands.

Located on the Ohio River with a population of 1.2 million, Louisville is home to the legendary Churchill Downs, The Kentucky Derby, Thunder Over Louisville (the nation's largest annual fireworks show), and the expansive Waterfront Park, which lines the riverbank with playgrounds, performance venues, and lush casual landscapes.

City-wide TARC buses, free with a UofL ID, make most city attractions easily accessible from the campus. Downtown Louisville is a vibrant business and entertainment center, featuring the Muhammad Ali Cultural Center, the 4th Street LIVE! bar, club, and dining scene, the Kentucky Center for the Arts, Louisville Slugger Factory and Museum, and more!

Louisville is also a significant commercial and industrial base, with headquarters for UPS air operations, YUM! Brands (KFC, Taco Bell, etc.), Brown-Forman, Humana, Papa Johns, and a host of innovative healthcare organizations.

Learn more at: Business.Louisville.edu/UofLMSBA

CURRICULUM

The MSBA curriculum combines information systems technologies, data modeling, and analytics with business acumen and impactful communications to develop the skills necessary to become a successful business analyst with excellent potential for professional growth.

The program is designed and delivered in collaboration with local businesses to provide a realistic business orientation, increasing your skill relevance in the professional marketplace.

Core Curriculum 22.5 credit hours

Programming for Analytics (Python)

Introduction to Linear Algebra

Introduction to Statistical Programming (R)

Storytelling with Data

Data Analytics I

Data Analytics II

Data Analytics III

Machine Learning

Data Management

Competitive Paid Internship*

Electives 7.5 credit hours

AI and Ethics

Business Intelligence and Data Warehousing

Marketing Analytics

HR Analytics

Healthcare Analytics

Logistics Analytics

Visualization (using Power BI)

Deep Learning

Cloud Computing

And more!

*Internships are competitive and not guaranteed

Learn more at: Business.Louisville.edu/UofLMSBA

Corporate Partners

The MSBA program partners with many companies that hire our students as data science interns. Our students gain real business analytics experience to better prepare them for a career in data analytics.

Partners include:

Areva Pharmaceuticals

Baird

BrightSpring Health Services

Brown-Forman

Delta Dental

DHL

EI Toro

GE

Humana

KFC Yum!

LG&E KU

New Directions

PharmaCord

Sazerac

Texas Roadhouse

Trane Technologies

Trilogy

UPS

Yum! Brands



The University of Louisville is a member of the Atlantic Coast Conference (ACC) Academic Consortium. Although the conference is best known for its accomplishments in sports, the ACC uses athletics to serve its academic initiatives. It's stated mission is to leverage athletics in order to enrich the educational missions of member universities.

The collaboration of these prestigious universities help advance various academic programs that benefit you including fellowship and scholarship programs, global research initiatives, leadership conferences, and extensive study abroad programs.



LEARN MORE

Business.Louisville.edu/UofLMSBA

ACC Universities

Boston College

Clemson University

Duke University

Florida State University

Georgia Institute of Technology

North Carolina State University

Syracuse University

University of Louisville

University of Miami

University of North Carolina
at Chapel Hill

University of Notre Dame

University of Pittsburgh

University of Virginia

Virginia Polytechnic Institute and State
University

Wake Forest University



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