GET PAID TO EARN YOUR MSBA

Master of Science in Business Analytics

LEARN MORE
Business.Louisville.edu/UofLMSBA
UofL College of Business

Master of Science in Business Analytics

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.

PROGRAM BENEFITS

- STEM designated program
- You’ll graduate with a SAS Data Science Certificate in addition to the MSBA
- Understand and use core data science technologies such as Python, SAS, 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

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


Demand for jobs in data science will increase in 2020

+28%

Forbes.com

PROGRAM DETAILS

The STEM Master of Science in Business Analytics (MSBA) is an accelerated, 13-month 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
- Capstone project
- 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

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

Learn more at: Business.Louisville.edu/UofLMSBA
COMPETITIVE, PAID INTERNSHIP AND CAPSTONE PROJECT

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 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.

**Capstone**

A capstone course, required for all students, provides the opportunity to work with businesses to solve a real business problem. Students gain experience with the analytical demands of real business situations.

EXPERT FACULTY

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

**Program faculty have extensive experience in:**

- Business Analytics
- Business Communication
- Database and Data Mining
- Data Mining and Machine Learning
- Healthcare Analytics
- Marketing Analytics
- Marketing Research
- Operations Research
- Strategy and Leadership

SAMPLE RESEARCH & PROJECTS

“A web usage mining framework for mining evolving user profiles in dynamic websites,” IEEE Transactions on Knowledge and Data Engineering


“Tis better to give than receive? How and when gender and residence-based segments predict choice of donation-versus discount-based promotions,” Journal of Consumer Psychology

“RFID-enabled visibility and retail inventory record inaccuracy: Experiments in the field,” Production and Operations Management

“A data-mining approach to identification of risk factors in safety management systems,” Journal of Management Information Systems

“Pay-what-you-want pricing: Can it be profitable?” Journal of Behavioral and Experimental Economics

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Master of Science in Business Analytics

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

Programming for Analytics (Python)
Introduction to Linear Algebra
Introduction to Statistical Programming (R)
Storytelling with Data (Tableau)
Data Analytics I ©SAS
Data Analytics II ©SAS
Data Analytics III (R)
Data Mining ©SAS
Data Management
Capstone
Competitive Paid Internship*

Electives

Marketing Analytics
HR Analytics
Healthcare Analytics
Logistics Analytics
Visualization (using Power BI)
AI (using IBM Watson Studio)
Cloud Computing, AWS

*Internships are competitive and not guaranteed

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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 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! (KFC, Taco Bell, etc.), Brown-Forman, Humana, Papa Johns, and a host of innovative healthcare organizations.

CITY OF LOUISVILLE
Louisville
1,297,310 Population
120 Parks

THE UNIVERSITY OF LOUISVILLE
Louisville
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

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Corporate Partners

Our industry partners hire our student as data science interns and provide real business data for analytics projects in the capstone projects. You get real experience as a data scientist.

Partners include:
Accentf(x) Marketing
Brown-Forman
Edj Analytics
GE
KFC Yum!
UPS
Trilogy Health Services
Texas Roadhouse
Papa Johns
LG&E  KU

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The University of Louisville is a member of the Atlantic Coast Conference (ACCAC) 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.

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**ACCAC 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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**UNIVERSITY OF LOUISVILLE**

**COLLEGE OF BUSINESS**

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