

Master of Science in Business Analytics (MSBA)



EMORY

GOIZUETA
BUSINESS
SCHOOL

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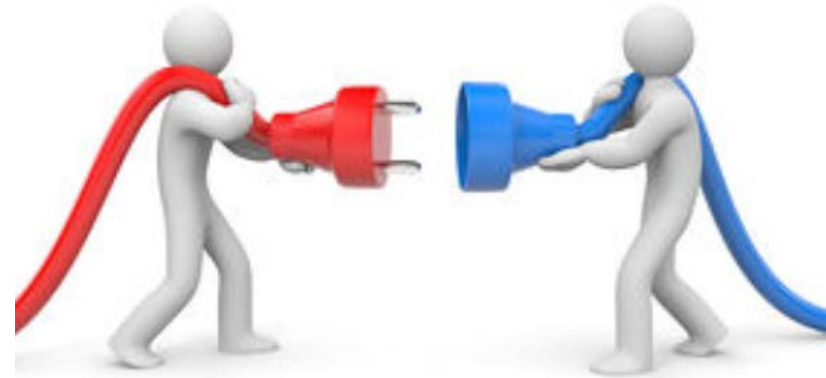
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The case to my faculty and dean ... and to the industry ...

Before

- Two organizational types couldn't talk to each other...
- The *business guy* & the *tech guy*



Now

- Three organizational types can't talk to each other ...
- The business person & the tech person & the data person !!!



- NOT A COMPUTER SCIENTIST
- NOT A STATISTICIAN
- NO, NOT ANOTHER MBA

BUSINESS DATA SCIENTISTS

Goizueta's MSBA program

- Starting Aug 1, 2017, STEM designated
- Two paths
 - Standalone Masters – open to qualified candidates globally
 - Joint BBA/MSBA degree – recruit from our own BBA population
- First year goal: 35
- Expected steady-state strength: 40-45

Curriculum

(31 Credits)

Prerequisites

Programming Language

Databases & SQL

Pre-Fall Term (2 credits)

BOOTCAMP

Math

Technology

Business / Consulting

Business Statistics⁺

Fall Semester (15 credits)

Managing Big Data *

Social Network Analytics **

Intro to Business Analytics *

Machine Learning I

Data Visualization

Spring Semester (14 credits)

Machine Learning II*

Decision Analytics & Optimization *

Elective #1

Elective #2

Capstone / Experiential Learning Course

+2 credit course

*3 credit course taught in the first half of the semester

** 3 credit course taught in the second half of the semester

Bootcamp is zero-credit

All other courses are 3 credits each

msba@emory.edu

10-month Program

Spillovers ...

- For most hardcore MSBA courses taught in R/Python/other programming languages
- A click-click-click version for BBAs and MBAs
- Examples
 - *Introduction to business data analytics*
 - MSBA – R & Python
 - BBA/MBA – RapidMiner
 - *Social Network Analytics*
 - MSBA – R & Python
 - BBA/MBA – NodeXL
- Our MBAs are more talk-the-talk. Our MSBAs are walk-the-walk
- MBAs need at least enough to hire the right people ... need to make sure that they are not overwhelmed by programming... to high a barrier to entry for many.

The admission process ...

- 3 rounds, over 300 – 330 applications in total
- 35 deposits (around 60 admits) – details below

Average GMAT (GMAT – equivalent for GRE)	714
Average Quant percentile	89
Female	34%
Domestic	23%
Average work experience	1.7 years
US Degrees (amongst non-US citizens)	41%

Things we are thinking about ...

➤ Domestic input

- Just begun working with small colleges in GA, Alabama, etc. with their CS and math departments
- Not enough awareness
- Plan afoot to collaborate with other MSBA programs – our admissions director has begun work, let us know if you're interested

➤ Diversity

- Working on recruiting from Spelman College and Morehouse College (HBCUs)
 - Need to do more for first generation college graduates
- UT Austin has the best record but need alternatives to 'buying/scholarshipping' students ...