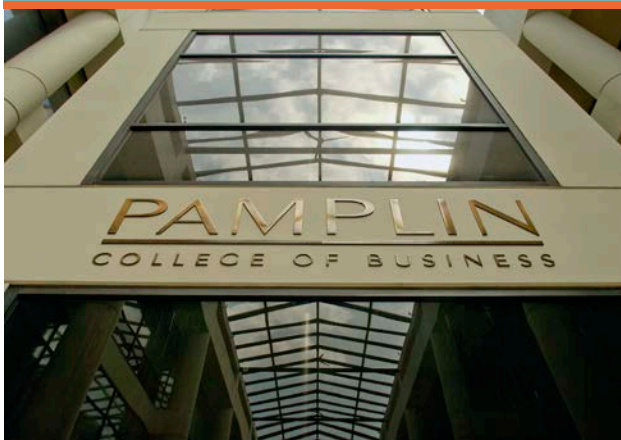


## Top Five Reasons to Pursue A Career in Business Analytics:

1. Business analytics goes beyond data science—providing skills to achieve strategic business goals.
2. Skills in analytics and business intelligence are top hiring priorities in every sector—including finance, banking, marketing, management, healthcare, social and visual media, manufacturing and bio-sciences.
3. Salaries in business analytics are high—often starting over \$80,000.
4. Dissecting complex business problems and creating unique, high ROI solutions is your thing!
5. Leadership positions in analytics is your career goal.



## About the Capstone Project

The capstone project is the cornerstone activity of the Master of Science in Business Administration with a concentration in Business Analytics (MSBA-BA program). It is essential to the learning that takes place during the intensive year-long curriculum. Students collaborate in interdisciplinary, four-to-five member teams on a corporate project that has significant strategic importance to corporations. Corporations provide data and a project coordinator. At the end of the project, students will prepare a professional consulting report that summarizes and supports their findings and builds a business case for their recommendations. They will also make a formal presentation. Students will gain experiential learning and apply classroom learning to real-world problems. This experience will not only enhance students' technical skills, but provide business acumen that facilitates execution of those skills.

### Contact us

Center for Business Intelligence and Analytics

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## Master of Science in Business Administration with a concentration in Business Analytics



*"Companies need people who have talents that bridge the technical side of analytics with business intelligence and business decision making."*

— Dr. Linda Oldham, Executive Director  
Center for Business Intelligence and Analytics



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Center for Business Intelligence and Analytics



## Master of Science in Business Administration with a concentration in Business Analytics (MSBA-BA)

### About the Program

The new concentration in business analytics in the Master of Science in Business Administration (MSBA-BA) is designed to give students from multiple disciplines the necessary business knowledge, technical expertise, and professional skills to be effective business analytics practitioners. The program requires the completion of 30-credit hours including a 15-hour business core and 15-hour analytics core, including two courses directly related to a corporate sponsored capstone project.

### Admissions

Admission to the program is competitive with selection based on leadership and communication skills, motivation, and quantitative aptitude and computing experience. Undergraduate students who want to pursue an accelerated program or graduating students who are interested in pursuing a graduate degree may apply for the program. The application process includes the following:

- Online application, including transcripts and test scores (GRE or GMAT and TOEFL or IELTS scores for international students)
- Personal essays
- Three letters of recommendation
- Applicant interview

Students must apply online through the Virginia Tech Graduate School at: <http://graduateschool.vt.edu/admissions>

### Why Pursue a Career in Business Analytics?

Employment opportunities for data experts are abundant. National demand for professionals is expected to exceed supply by up to 190,000 by the year 2018. The immediate need for professionals versed in data analytics is fueled by the explosion of data generated online from social networks and mobile devices, to real-time sensor and purchase transactions. But the issue is not just a short supply of analytics professionals—companies need people who have talents that bridge the technical side of analytics with business intelligence and decision-making.

### Curriculum

The program's core curriculum is focused on real-world corporate problems and experiential learning. The multi-disciplinary backgrounds and divergent thinking of students will lead to creative approaches to problem solving through data analytics.

#### 15 Hours-Business Core\*

- ACIS 5104 Fundamentals of Accounting
- BIT 5724 Managerial Statistics
- FIN 5024 Principles of Finance
- MGT 5314 Dynamics of Organizational Behavior
- MKTG 5104 Marketing Policy and Strategy

#### 15 Hours-Analytics Core and Capstone Project

- BIT 5524 Intro to Business Intelligence and Analytics

- BIT 5534 Applied Business Intelligence and Analytics
- BIT 5424 Advanced Business Information Visualization for Analytics
- MGT 5905-5906 Business Analytics Capstone

*\*Substitutions for business core courses may be made with the approval of the department heads or his/her designee if the students provide transcripts that document completed course have proved an equivalent proficiency. Students must substitute approved electives to meet the 30 hour credit requirement for MSBA-BA. Students may petition to substitute other electives not included on the approved list.*

### Sample Plan of Study

#### Summer 2 Session:

BIT 5724 Managerial Statistics (B)(O)

SAS Boot Camp (required unless competency proven.) (Non-credit 3 hour modules, offered one week before fall classes)

#### Fall Semester:

ACIS 5104 Fundamentals of Accounting (B)

BIT 5524 Intro to Bus Intell for Analytics (A) (O)

BIT 5424 Adv Bus Info Visualization and Analytics (A)

MKTG 5104 Marketing Policy and Strategy (B)

#### Spring Semester:

FIN 5024 Principles of Finance (B)

BIT 5534 Applied Bus Intelligence and Analytics (A)(O)

MGT 5905 Business Analytics Capstone (A)

MGT 5314 Dynamics of Organization Behavior (B)

#### Summer 1 Session:

MGT 5906 Business Analytics Capstone (A)

B-Business Core A-Analytics Core O-Online