Successful businesses need highly skilled professionals who can extract insights to inspire innovations, create greater efficiencies, identify new product lines, improve customer service, and make better decisions.

Master of Science in Business Analytics (MSBA) degree students at Wake Forest develop the deep quantitative capabilities and technical expertise to create business and social value, with marketable skills required by today's top employers.

Jeffrey Camm
Associate Dean of Business Analytics

“The MSBA program is designed to develop leaders who can leverage analytics skills with business acumen and add immediate value to any organization across a wide range of industries.”
The Masters in Business Analytics program at Wake Forest is designed with input from our corporate partners to ensure we are exceeding industry demands. Program highlights include:

- **Focus on experiential learning projects** with corporations and in-class use of authentic retail data from our exclusive Center for Retail Innovation corporate partnerships.
- **Commitment to communications, teamwork and leadership skills**, and an understanding of the responsible and ethical use of data for making better business decisions.
- **Emphasis on training** across the full spectrum of analytics methodologies with strong business knowledge from innovative courses such as Business Metrics, Data Visualization, and Digital Marketing Analytics.
THE WAKE FOREST MSBA DEGREE offers a unique 10-month (37-credit) experience that blends Applied Statistics, Management Science and Business Domain knowledge, all with the goal of creating future leaders who use data to solve the challenges of business.

BUSINESS ED REDEFINED
Classes and networking in Farrell Hall, a state-of-the-art, $55 million learning complex

INDIVIDUAL ATTENTION
A hands-on learning environment, with small classes and a 10:1 student:faculty ratio

REAL-WORLD EXPERIENCES
Results-driven, team-based consulting projects that amplify concepts learned in the classroom

PERSONALIZED GUIDANCE
Career direction and coaching from staff, faculty and professional connections

ESSENTIAL NETWORKING
Speaker series and networking opportunities connect you with innovators and thought leaders

The WAKE FOREST DIFFERENCE

We are the Wake Forest School for Business. We shape performance-ready professionals who are driven to achieve results with integrity.

Business is rapidly evolving. Today, it’s about more than what leaders know in their heads; it’s also what they know in their hearts. It’s having a foundation built on knowledge and skill—but it’s also about developing grit and fostering character.

The School of Business is consistently recognized for its rigor and innovation, both by rankings groups and by recruiters who seek professionals of the highest character who can demonstrate a global mindset and make immediate, meaningful contributions to their organizations.
Global demand for business analytics positions is projected to exceed supply by more than 50 percent by 2018. The Wake Forest MSBA curriculum has been designed to be relevant today while also helping shape tomorrow. Twenty-one of the 22 MSBA courses have been specifically developed for the program, including these innovative courses:

• **Analytics in the Boardroom** — Learn how to use data to communicate captivating stories. Go beyond mere methodology to become a successful analytics practitioner who drives impact within an organization.

• **Analytics in Society** — Gain a deep understanding of the policy and ethical implications of making analytics-based decisions. Topics covered include ethics in the use of big data, as well as legal, privacy, and security issues.

**PROGRAMMING AS A SECOND LANGUAGE**

The MSBA program empowers you with the critical programming skills needed for the market. You will learn SAS, R, Tableau, SQL and other programs while working on large proprietary data sets via our Center for Retail Innovation (CRI) partnerships.

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**WHY I CHOSE WAKE FOREST**

**Martha Dawson MSBA ’17**  
Paeonian Springs, VA  
Duke University, BS Economics ’16  

“What I appreciate most is the program faculty and staff, who are always happy to see you and are so generous with their time. They’ve created an open environment conducive to learning and growing. It’s a phenomenal feature of the Wake Forest program.”

**Yihao Zhou MSBA ’17**  
Shanghai, China  
Wake Forest University, BS Finance ’16  

“I chose to pursue an MSBA degree because big data is our future. The Wake program offers a great combination of technical savviness and business acumen — essential skills in the business world. Our professors genuinely care about our success and the program’s career resources and support have been very helpful.”

**George Oliver MSBA ’17**  
Winston-Salem, NC  
Cornell University, BA Economics ’16  

“The small, close-knit nature of the MSBA program provides an engaging learning experience. The faculty are accessible and invested in my success, and I am able to interact with all students in my cohort on a regular basis.”
### MASTERS in BUSINESS ANALYTICS
#### CLASS of 2018 PROFILE*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage or Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Students</td>
<td>67</td>
</tr>
<tr>
<td>Female</td>
<td>55%</td>
</tr>
<tr>
<td>International</td>
<td>43%</td>
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<tr>
<td>Underrepresented Groups**</td>
<td>16%</td>
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<tr>
<td>Schools Represented</td>
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<td>Majors Represented</td>
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<td>AVG GPA</td>
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<tr>
<td>AVG GRE</td>
<td>314</td>
</tr>
</tbody>
</table>

*Class of 2018 (as of July 2017) **African American, Native American and Hispanic as percent of domestic students

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### WAKE FOREST UNIVERSITY

- #27 IN NATIONAL UNIVERSITIES
- TOP 12% SCHOOL WORLDWIDE
- HIGHLY SELECTIVE SCHOOL

**U.S. NEWS & WORLD REPORT, 2017**

**TIMES HIGHER EDUCATION (THE) WORLD UNIVERSITY RANKINGS, 2016-2017**

**FORBES AMERICA'S TOP COLLEGES, 2017**
RETAIL LEARNING LABS BRING ANALYTICS TO LIFE

“Our next generation of leaders must grasp the value of data and how to use it to impact business decisions. Wake Forest's MSBA program is preparing its students for the market by integrating real-time data, setting the gold standard for business analytics training in retail and beyond.”
— L. David Mounts, Chairman and CEO, Inmar

CORPORATE PARTNERSHIPS EXPAND LEARNING TO THE BUSINESS WORLD

Executives from our corporate partners serve on the MSBA board of advisors to ensure our curriculum remains cutting-edge and that we continue to deliver the talent that today’s companies are seeking.

MSBA CORPORATE PARTNERS INCLUDE:

- Inmar
- ExxonMobil
- PwC
- SAS
- Deloitte
- Macy’s
- P&G
- CVS Health

“Increasingly in today’s business world, expertise in business analytics is a critical differentiator when companies are seeking new talent.”
— David Dittmann, Director—Business Intelligence & Analytics, P&G

KEY STUDENT CAREER DESTINATIONS 2017

- Disney Forecasting & Planning
- Bank of America Consumer Product Strategy Analyst
- Red Hat Strategic & Enterprise Sales Operations
- Uber Data Analyst/Data Operations
- EY Advisory Consultant
- Inmar Analyst, Data Synthesis & Visualization
- UTC Aerospace Systems Aftermarket Data & Reporting
MSBA PROGRAM OVERVIEW

Open to All Majors • Schedule a consult today for personalized guidance

Prerequisites

• Bachelors degree from an accredited college/university
• Successful completion of Calculus and Statistics coursework
• Limited or no full-time, post-graduate work experience*

* Exceptions granted on a case-by-case basis

Program Calendar

SUMMER (July-Aug.)
Probability & Statistical Modeling
Intro to SAS
Intro to Programming with R
Career Management

FALL (Sept.-Dec.)

Mini 1
Probability & Statistical Modeling
Intro to SAS
Intro to Programming with R
Career Management

Mini 2
Analytics in Society
Analytics in the Board Room
Data Management
Predictive Analytics & Data Mining
Business Metrics
Data Visualization
Data Analysis & Business Modeling
Business Analytics Practicum I: Mess to Model

SPRING (Jan.-May)

Mini 3
Process Analytics
Prescriptive Analytics
Forecasting
Marketing Analytics
Data Analysis & Business Modeling
Data Visualization
Business Analytics Practicum II: Model to Insight

Mini 4
Supply Chain Analytics
HR Analytics
Financial and Risk Analytics
Digital Marketing Analytics
Business Analytics Practicum III: Insight to Impact

Key Dates

Online application available
August 1

International Application Deadline
March 1

U.S. Application Deadline**
(Domestic students and current intl. student visa holders)
May 1

NO SEPARATE SCHOLARSHIP APPLICATION REQUIRED. Qualified applications submitted earlier receive admission and scholarship award priority.

**Final deadline may be extended as space and scholarship funding availability allows.

Tuition

Estimated tuition† before scholarships: $49,100

†Tuition/fees subject to change. See website for total cost of attendance.