WAKE FOREST UNIVERSITY

SCHOOL *of* BUSINESS

MASTERS in
BUSINESS ANALYTICS

BIG DATA,
BIGGER
OPPORTUNITIES

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."

INDUSTRY DRIVEN
TO MEET THE DEMANDS OF THE MARKET

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

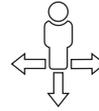Classes and networking in Farrell Hall, a state-of-the-art, $55 million learning complex

INDIVIDUAL ATTENTION

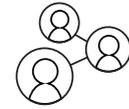A hands-on learning environment, with small classes and a 10:1 student: faculty ratio

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.

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."

THE POWER TO DRIVE ANALYTICS INTO ACTION

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.

MASTERS in BUSINESS ANALYTICS
CLASS of 2018 PROFILE*

67
TOTAL STUDENTS

55%
FEMALE

43%
INTERNATIONAL

16%
UNDERREPRESENTED GROUPS**
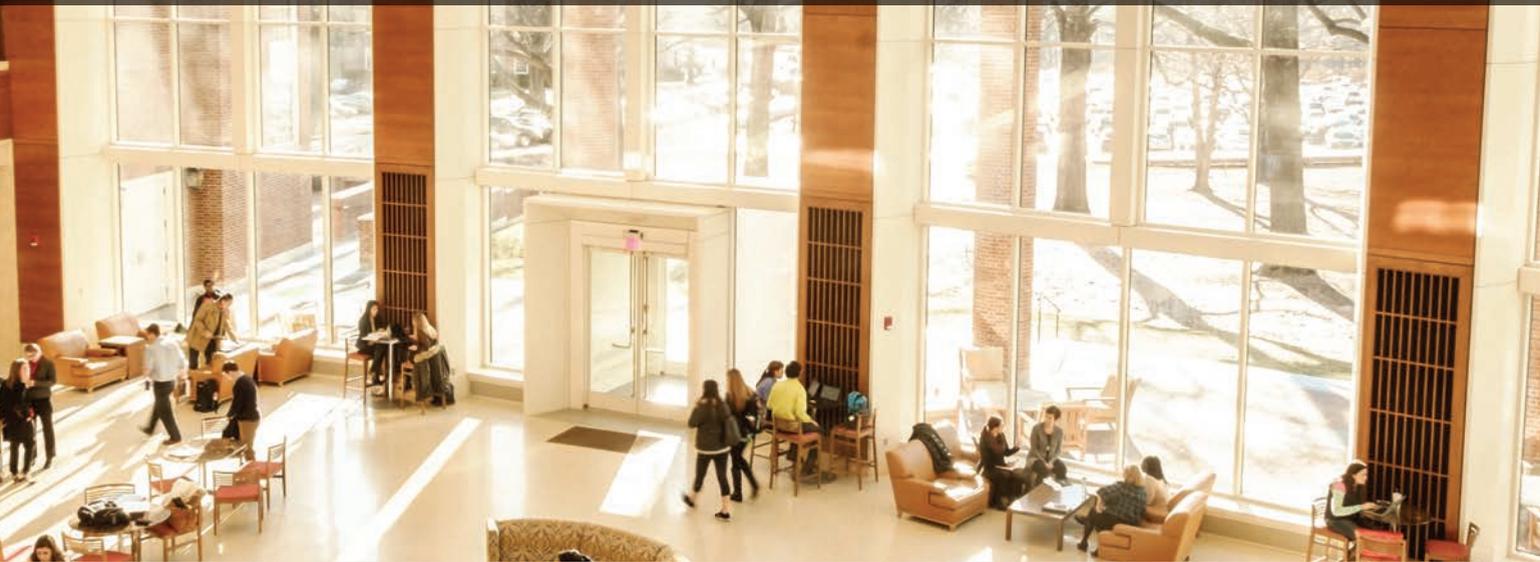
46
SCHOOLS REPRESENTED

17
MAJORS REPRESENTED

3.4
AVG GPA

682
AVG GMAT

314
AVG GRE

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

WAKE FOREST UNIVERSITY

#27 IN NATIONAL UNIVERSITIES
U.S. NEWS & WORLD REPORT, 2017

TOP 12% SCHOOL WORLDWIDE
TIMES HIGHER EDUCATION (THE) WORLD UNIVERSITY RANKINGS, 2016-2017

HIGHLY SELECTIVE SCHOOL
FORBES AMERICA'S TOP COLLEGES, 2017

RETAIL LEARNING LABS BRING ANALYTICS TO LIFE

Our revolutionary Retail Learning Labs, in partnership with the School's Center for Retail Innovation, provide access to live, real-time data from retailers such as CVS Health and Lowes Foods. This exclusive resource enables MSBA students to analyze large data sets, master data mining and predictive modeling, and formulate actionable insights to corporate partners.

"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
- SAS
- P&G
- ExxonMobil
- Deloitte
- CVS Health
- PwC
- Macy's

"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	**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	**Mini 4**
Process Analytics	Supply Chain Analytics
Prescriptive Analytics	HR Analytics
Forecasting	Financial and Risk Analytics
Marketing Analytics	Digital Marketing Analytics
Business Analytics Practicum II: Model to Insight	Business Analytics Practicum III: Insight to Impact

Key Dates

Online Application Available	Early Application Deadline (non-binding)	International Application Application Deadline	U.S. Application Deadline (Domestic students only)	Classes Begin
August 1	November 1	March 1	June 15	Early July

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

Tuition/Fees

Estimated tuition and fees† before scholarships:

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

Tuition:	$50,082
Required Fees:	$726
Total Tuition and Fees:	$50,808

business.wfu.edu/msba • busadmissions@wfu.edu • 866.925.3622

WFUSB1017