

GEORGIA

**MASTER OF SCIENCE IN
BUSINESS ANALYTICS**



**UNIVERSITY OF
GEORGIA**

Terry College of Business



EARN YOUR GEORGIA ANALYTICS DEGREE IN JUST 10 MONTHS.

Put yourself on the path to a high-demand, high-potential career in analytics. The Master of Science in Business Analytics (MSBA) gives you the skills to develop expertise in the collection, storage, analysis, interpretation, machine learning, and visualization of data, as well as learn the predominant programming languages in the field, namely SQL, R, and Python.



Acquire the quantitative, technical, and business skills employers demand.



Learn from our world-class faculty, internationally recognized for their research, teaching, and service.



Gain hands-on data experience through capstone projects with leading organizations.



Join the Terry College of Business alumni network of more than 75,000 graduates in over 80 countries.

Discover the MSBA Program at GeorgiaAnalytics.com.

EXPERIENCE THE MSBA CURRICULUM.

YOU'LL LEARN TO:

SYNTHESIZE DATA

Develop technical expertise in collecting, analyzing, and interpreting big data as well as prediction analysis, machine learning, and casual inference.

GENERATE INSIGHTS

Master collection, storage, analysis, interpretation, and visualization of data for corporate decision-making.

RECOMMEND STRATEGIES

Develop leadership, project management, and communication skills.



Launch your career in a data-centric economy through jobs like these:

- Business Analyst
- Data Analyst
- Data Analytics Consultant
- Data Scientist
- Marketing Analyst
- Senior Analyst
- Operations Analyst
- Supply Chain Analyst

APPLY YOUR BIG DATA SKILLS.

Each spring semester, capstone projects enable MSBA students to put their technical and storytelling expertise into practice. These 15-week experiential learning projects allow students to work closely with companies to address real-world business problems with data-driven solutions.

Your project team will:

- Gather and analyze data to draw conclusions that inform business decisions
- Prepare an implementation plan
- Deliver an executive summary to company leaders

CAPSTONE PROJECT





GEORGIA ANALYTICS CLASS PROFILE

620-660

Average GMAT*

305-312

Average GRE*

3.5-3.8

Average GPA*

14^{mo}

Average Work
Experience

40%

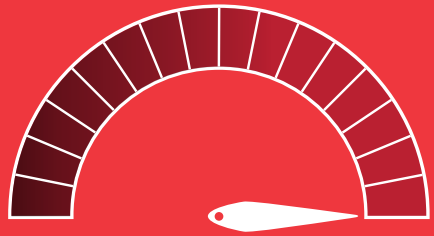
Women

10%

Underrepresented
Minorities

15%

International



100%**

received an offer
within 1 month
post graduation

*Represents the top 80% of the class

**As of the past two years

DISTINGUISHED FACULTY

With faculty from a variety of departments within the Terry College of Business, the Georgia Analytics program is a truly interdisciplinary experience. Leaders in their fields, faculty publish cutting-edge research, edit a variety of publications, and serve in numerous leadership roles. Sought after for expertise by many companies and media outlets, they network extensively with the business community.



Dr. Hani Safadi is an Associate Professor at the Terry College of Business Department of Management Information Systems.

MSBA STUDENT SPOTLIGHTS



AARON DAVIS, MSBA '21

Leasing Analyst – Link Logistics Real Estate

“I chose UGA’s MSBA program because of my experience with Terry during my undergraduate degree. The support you get is unmatched. I knew I wanted to sharpen my technical skills in an exploding field, as well as take another leap in my professional skills. The MSBA program went above and beyond to help me accomplish both of my goals.”

NIKI PADGETT, MSBA '21

Research Scientist – ISS Life Sciences

“Coming from a scientific background, the MSBA program was the perfect step for my evolution from working in labs to managing them. The MSBA program helped me become successful in managing space science teams from around the world, preparing their payloads for spaceflight and ensuring mission success to the ISS. You don’t have to come from a business background to be successful in the program!”



MSBA STUDENT SPOTLIGHTS



CHELSEA WILLIAMS, MSBA '21

Senior Analyst – Delta Air Lines

“I joined the MSBA program to become a leader in the data science field and drive insights and innovation. I wanted to learn how to make sense of the numbers and create impactful change.”

HARRISON O'NEAL, MSBA '21

Consultant – Porsche Consultings

“The MSBA program supercharged my career in ways that I could have never imagined. More and more companies are requiring master’s, and a master’s in such a high demand field such as analytics worked wonders for opening doors at top firms. All the courses in the program are geared around advanced problem solving capabilities. Whether you use a SWOT analysis, python script, or advanced regression technique, all the problems you’ll be solving are real world and relevant for the businesses of today.”



GEORGIA ANALYTICS COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

We pledge to foster an inclusive environment within the Georgia Analytics program. We strive to reflect all components of the college's commitment to diversity:

PROMOTE RESPECT: Foster a welcoming and inclusive environment while promoting dignity and respect.

SUPPORT DIVERSITY: Increase recruitment and retention of underrepresented students, faculty, and staff.

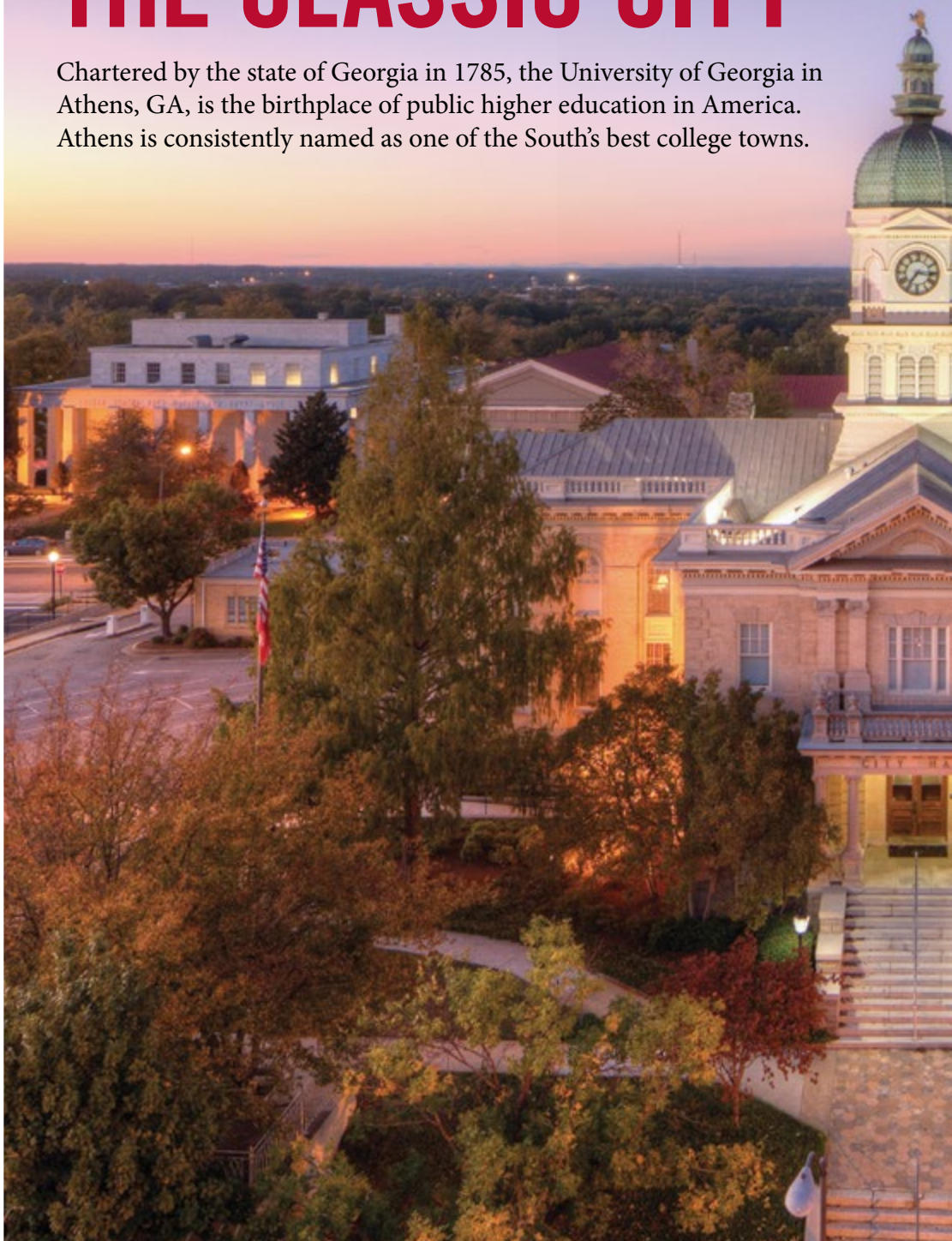
GLOBAL LEADERSHIP: Prepare students to lead globally, in diverse businesses and communities.

SERVE COMMUNITY: Serve our local community to build a better tomorrow.



THE CLASSIC CITY

Chartered by the state of Georgia in 1785, the University of Georgia in Athens, GA, is the birthplace of public higher education in America. Athens is consistently named as one of the South's best college towns.





COMMIT TO GEORGIA

- Study in the new state-of-the-art Terry Business Learning Community in the heart of campus
- Earn your degree from one of the top 15 public universities in the U.S. (*U.S. News & World Report*)
- Experience SEC football gamedays
- Join the Bulldog Nation: an alumni network of over 300,000 UGA graduates

ENJOY LIFE IN ATHENS

- Thriving nightlife, music, art, and restaurant scene
- Home to bands such as the B-52s, R.E.M., of Montreal, and Widespread Panic
- Athens happenings like the Twilight bike race, AthFest music festival, Wild Rumpus Halloween parade, and events at the UGA Performing Arts Center
- Hiking trails and local parks, including the Oconee Forest Park and Lake Herrick on campus

HOW TO APPLY

A complete application includes:

- Online application
- 1-page résumé
- 1 required letter of recommendation
- Transcripts
- GMAT and/or GRE score
- TOEFL or IELTS—only required for non-native English speakers
- 1 required essay; 1 optional
- A non-refundable \$75 application fee for domestic applicants, \$100 for international applicants

Learn more, see application deadlines, and apply at GeorgiaAnalytics.com.

Terry College of Business

Contact Us

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Get to Know Us Online

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