

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 data collection, storage, analysis, interpretation, machine learning, and visualization, 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 more than 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 causal 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 SUCH AS:**

DATA ANALYST

SENIOR DATA ANALYST

TECH STRATEGY
CONSULTANT

REAL ESTATE ANALYST

BUSINESS ANALYST

BUSINESS TECHNOLOGY
SOLUTIONS ANALYST

BUSINESS INTELLIGENCE
ANALYST

APPLY YOUR BIG DATA SKILLS



Applied learning is essential to our MSBA program giving the opportunity to apply theoretical concepts and analytical skills to real-world business problems.

CAPSTONE PROJECT

Each spring semester, capstone projects enable MSBA students to put their technical and storytelling expertise into practice, while developing critical interpersonal and communication skills through collaborative teamwork. These 15-week experiential learning projects allow students to work closely with companies to create data-driven solutions for their business matters.

THE CAPSTONE PROJECTS ENTAIL:

- Demonstrating the ability to analyze data
- Drawing insights
- Communicating findings
- Making recommendations to companies that are relevant to the business context
- Preparing an implementation plan
- Delivering an executive summary

CAPSTONE PARTNERS (EXAMPLES)

DELTA AIR LINES	UGA BASEBALL
CATERPILLAR	NSTA
FLEETCOR	UNITED WAY
HENNESSY	BLUE BIRD
ASSURANT	AD VICTORIAM SOLUTIONS
CINÉ	



I was beyond impressed with both teams' presentations.

It was quite obvious that you put a considerable amount of effort in the projects. I am excited about next steps that will be taken with the information that was presented – great thought leadership.”

– FLEETCOR



We enjoyed this year's process very much, and appreciate this opportunity to meet and work with so many young brilliant minds! You certainly left a lasting impression for yourselves and for UGA as a whole.”

– DELTA AIR LINES



MSBA BY THE NUMBERS*

CLASS
PROFILE

121

COHORT SIZE

311

GRE MEDIAN

3.7

GPA MEDIAN

17%

INTERNATIONAL

37%

FEMALE

16%

URM

*Represents Fall 2024

DISTINGUISHED FACULTY

1

With faculty from several 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 various 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 in the Terry College of Business Department of Management Information Systems.

MSBA STUDENT SPOTLIGHTS



ANDI BROCK (BBA '22, MSBA '23)

"As a UGA MIS graduate, the MSBA program at the Terry College was a natural next step in furthering my professional skill set. The lifelong relationships fostered with classmates, instructors, and staff prove invaluable connections in today's highly competitive workforce. In only a year, the MSBA curriculum advanced my growing passion for utilizing data to inform strategic decisions and simplify complex stories to heights I could not have reached without its impact. Aside from the technical expertise gained, my sharpened interpersonal acumen will benefit me immensely as I step into client-facing roles."

JACK GELFER (BBA '23, MSBA '24)

"With the rise of FinTech and the increasing importance of data in finance, pursuing the MSBA complemented my finance degree well by equipping me with essential analytics expertise. The program helped me adopt a more holistic, strategic approach to problem-solving while better leveraging data to create actionable insights. Along the way, I built meaningful relationships with peers and expanded my network to include established professionals across various industries, making me more competitive in my job search. I feel confident in my cross-disciplinary expertise that provides versatility, value and the ability to work in diverse roles."



MSBA STUDENT SPOTLIGHTS



ISHA NAIDU (BS '22, MSBA '23)

"After completing my undergraduate studies in computer science and psychology, I aspired to pursue a career that would merge technology and business. When I came across the MSBA program at Terry, I knew it was the best opportunity to enhance my technical skills while learning about fundamental business concepts. The program has been instrumental in refining my soft skills, including project management, communication, organization, and time management. It has equipped me with the practical knowledge necessary to excel in industry roles, such as technology consulting, data analytics, and business development."

EMMANUEL CHARLES
(BBA '22, MSBA '23)

"Earning an MSBA degree has provided me with the necessary skills to excel in the ever-evolving digital age, where technology is integrated into every aspect of business operations. The program has exposed me to cutting-edge technologies and tools, providing me with hands-on experience and practical skills I can apply in my future career. The skills and knowledge I have gained through my studies will help me become a valuable asset to any organization, and I can confidently pursue a career in various industries."



POST-ACADEMIC SUCCESS

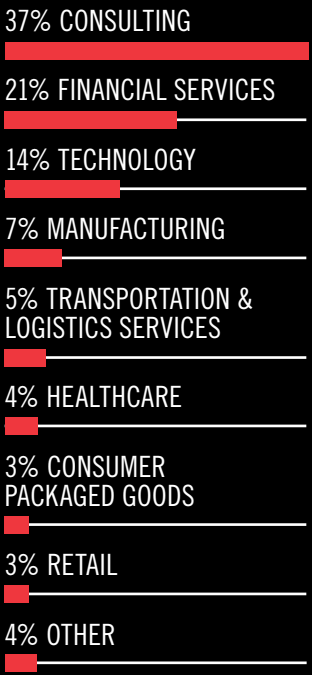


EMPLOYMENT

96%

EMPLOYED WITHIN 6 MONTHS
AFTER GRADUATION

INDUSTRY BREAKDOWN



SALARY

\$94k

AVERAGE STARTING SALARY
+ SIGNING BONUS*

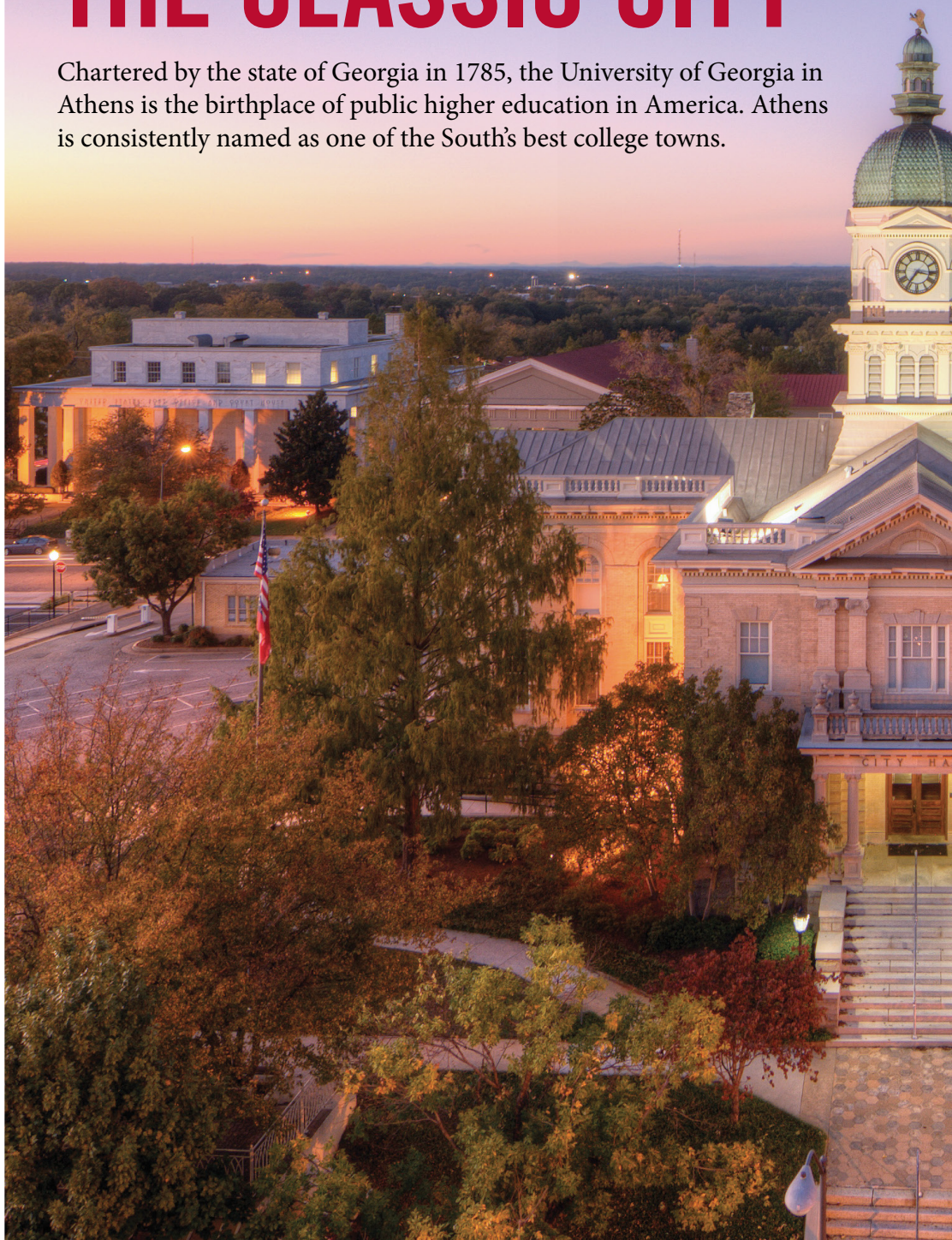
TOP HIRING COMPANIES

- ACCENTURE
- AD VICTORIAM SOLUTIONS
- ALLY
- AMAZON
- ANTHEM
- AT&T
- BANK OF AMERICA
- BCG
- BLACKROCK
- BOOZ ALLEN HAMILTON
- CAPGEMINI INVENT
- CREDERA
- DELOITTE
- DELTA AIR LINES
- EY
- GRANT THORNTON
- INSIGHT SOURCING GROUP
- INVESCO
- JPMORGAN CHASE
- KPMG
- MASTERCARD
- MCKINSEY & COMPANY
- NCR CORPORATION
- NIKE
- NTT DATA
- PROTIVITI
- PWC
- RSM US
- TRUIST
- THE HOME DEPOT
- UPS
- WELLS FARGO

*2023 graduating class

THE CLASSIC CITY

Chartered by the state of Georgia in 1785, the University of Georgia in Athens 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 20 public universities in the U.S. (*U.S. News & World Report*)
- Experience Georgia football gamedays
- Join the Bulldog Nation: an alumni network of more than 350,000 UGA graduates

ENJOY LIFE IN ATHENS

- Thriving nightlife, music, art
- Growing food scene offers gourmet and homestyle BBQ, authentic international cuisine and modern twists on Southern classics
- Happenings such as the Twilight bike race, AthFest music festival, Wild Rumpus Halloween parade, and events at the UGA Performing Arts Center
- Enjoy minor league hockey with the Athens Rock Lobsters

HOW TO APPLY

A complete application includes:

- Online application
- One-page résumé
- One 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
- 1 optional video essay
- A non-refundable \$75 application fee

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

Terry College of Business

Contact Us

Master of Science in Business Analytics
Terry College of Business
University of Georgia
314 Correll Hall
600 South Lumpkin Street
Athens, GA 30602
706-542-5671
msba@uga.edu

Get to Know Us Online

terry.uga.edu/msba



[@georgiaanalytics](https://www.facebook.com/georgiaanalytics)



[@georgiaanalytics](https://www.instagram.com/georgiaanalytics)



[youtube.com/@georgiaanalytics](https://www.youtube.com/@georgiaanalytics)



[linkedin.com/school/
georgiaanalytics](https://www.linkedin.com/school/georgiaanalytics)



**UNIVERSITY OF
GEORGIA**
Terry College of Business