THE ARGYROS COLLEGE
MS IN BUSINESS ANALYTICS

MAKING AN IMPACT. GOING BEYOND THE NUMBERS.

Do you want to know how Netflix recommends your next favorite binge-worthy series? Ever wonder how businesses like Amazon personalize your shopping experience or how companies use data to transform the way they operate?

If you're fascinated by the power of data and have a passion for uncovering insights that drive meaningful, impactful decisions, the STEM-designated Master of Science in Business Analytics (MSBA) program at the Argyros College is your gateway to becoming a leader in the field. With a curriculum designed to meet industry demands, you'll gain the expertise to not just analyze data but to shape the future of business.

THE CHAPMAN MSBA: WHERE DATA MEETS OPPORTUNITY

Embracing data analytics as a critical strategy tool is the edge that industries expect from their managers today to compete in a real-time environment. In just ten months, the MSBA degree will prepare you as a future leader of analytics and data science, ready for managerial decision-making through a data-driven approach.

This program will equip you with a deep technical skillset and a knowledge of the critical business context through a curriculum that includes machine learning, cloud infrastructure, statistical methods, data visualization, marketing analytics, and other application-oriented courses. We are one of the only MSBA programs in Southern California to offer analytics-focused classes specifically in Entertainment and Real Estate.

ORANGE COUNTY: YOUR HOME IN SOUTHERN CALIFORNIA

Earn your degree steps away from Old Towne Orange, California's largest National Historic District, explore the renowned Hilbert Museum, and enjoy a vibrant culinary scene with diverse restaurants and cafés— a foodie's paradise!

Located between Los Angeles's entertainment capital and San Diego's biotech hub, "The OC" boasts rich diversity, Fortune 500 companies, and fast-growing industries, making it a prime spot for innovation.

74° AVERAGE YEAR-ROUND TEMPERATURE IN ORANGE COUNTY, CA

#2 CALIFORNIA IS THE 2ND LARGEST ECONOMY IN THE WORLD PER CAPITA
The Office of Governor Gavin Newsom, 2024

Chapman.edu/msba

CHAPMAN UNIVERSITY | **Argyros College of Business and Economics**

MAKING AN IMPACT. **GOING BEYOND THE NUMBERS.**

The MS in Business Analytics (MSBA) program is designed for the curious, growth-minded go-getter eager to make an impact through data. If you're a self-starter with a passion for storytelling through numbers, Chapman University's MSBA program empowers you to optimize business strategies and transform organizations. This advanced degree goes beyond a credential—it's an immersive experience that equips you with the skills to manage a team of data scientists, lead data-driven initiatives, and drive meaningful change. Whether you aim to empower decision-makers or elevate business performance, the Chapman MSBA is your launchpad for success.

PROGRAM HIGHLIGHTS & SERVICES

- Completed within 10 months
- Afternoon/Evening Classes
- 30 Total Units
- Fall Enrollment
- Cohort-style
- Personalized Education
- Fellowship Opportunities
- Dedicated Career Services
- Tap into 50,000+ Alumni Network

SAMPLE CURRICULUM

CORE COURSES

The following courses are required to complete your degree:
- Machine Learning for Managers
- Managing Data for Analysis
- Data Visualization for Business
- Cloud Data Ecosystem and Data/AI Ethics
- Advanced Business Machine Learning
- Information Systems in Digital Times
- Capstone in Applied Analytics

ELECTIVES

You will be able to choose 3 electives from 14 courses within Business, Computer Science, Real Estate, Management Science, and Computational Science.

Some of the available electives include:
- Marketing Analytics
- Computational Methods in Financial Markets
- Real Estate Analytics and Technology
- Algorithmic Foundations of Artificial Intelligence
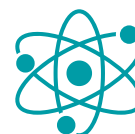- Time Series Analysis

Scan to listen to our
Campus to Career podcast

Our award-winning faculty has thoughtfully developed a versatile MSBA curriculum to equip the aspiring business data scientist with a well-rounded suite of analytical and business skills. Beyond the academic preparation, our dynamic faculty together with the industry connections and the networking offered through our Career Advancement Center will make your Chapman MSBA a most rewarding experience!

CHARU SINHA, PH.D.
Academic Director, MS in Business Analytics

STEM-DESIGNATED DEGREE PROGRAM

KEY DATES & DEADLINES

FEB 01 PRIORITY DEADLINE

JUN 15 REGULAR DEADLINE

Applications submitted after the deadline will be reviewed on a space-available basis.

Chapman.edu/msba

For any questions, contact us at
mba@chapman.edu or
(714) 997-6684

Chapman University
One University Drive
Orange, California 92866