

MASTER of SCIENCE 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) 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.”

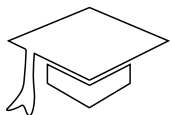


INDUSTRY DRIVEN TO MEET THE DEMANDS OF THE MARKET

The MS 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 *Analytics in the Boardroom*.

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



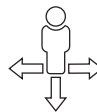
INDIVIDUAL ATTENTION

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



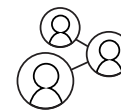
REAL-WORLD EXPERIENCES

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.



CURRICULUM OVERVIEW

SUMMER

Probability & Statistical Modeling

Intro to SAS

Intro to Programming with R

Career Management

FALL

Mini 1

Analytics in Society

Mini 2

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

Mini 3

Forecasting

Prescriptive Analytics

Supply Chain Analytics

Marketing Analytics

Business Analytics Practicum II: Model to Insight

Mini 4

HR Analytics

Financial and Risk Analytics

Process Analytics

Digital Marketing Analytics

Business Analytics Practicum III: Insight to Impact

The Wake Forest MSBA program is **STEM** and **OPT certified**, providing enhanced employment opportunities for international students.



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.

MASTER of SCIENCE in BUSINESS ANALYTICS

CLASS of 2017 PROFILE

46%
FEMALE

39
CLASS SIZE

56%
INTERNATIONAL

27
SCHOOLS
REPRESENTED

15
MAJORS
REPRESENTED

3.4
AVG GPA

703
AVG GMAT

319
AVG GRE



George Oliver MSBA '17

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."



Aneesh Kodali MSBA '17

UNC - Chapel Hill
BA Mathematics & Economics '14

"The Wake MSBA provides an amazing learning environment inside and outside of the classroom. I am able to build on my technical and interpersonal skills and will come out of the program as a better prepared and more confident analytics professional."

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 Dittman, Director-Business Intelligence & Analytics, P&G





business.wfu.edu/msba

PROGRAM INFORMATION + APPLICATION + STUDENT PROFILES

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Neel Brooks, Assistant Director, MSBA Enrollment Management • 336.758.4095 • brooksnp@wfu.edu

Key Dates

Online application available
Sept 1

Application deadline
May 1*

Scholarship deadline
April 15**

Classes begin
Early July

**After May 1, applications reviewed on a rolling basis until the class is full.*

***We will continue to award scholarship after the deadline as long as funding is available.*

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, BABS 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."

Eligibility

To be eligible for the MSBA program, you must hold or be pursuing a bachelor's degree in business, engineering, mathematics, economics, computer science or liberal arts. Successful completion of coursework in calculus and statistics is required. Some programming experience is recommended but not required. Recent college graduates with limited or no full-time, post-graduate work experience are eligible to apply.

Wake Forest University is accredited by:

AACSB International, The Association to Advance Collegiate Schools of Business, which represents the highest standard of achievement for business schools worldwide. Accredited institutions confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review.

The Southern Association of Colleges and Schools Commission on Colleges, which is the regional body for the accreditation of degree-granting higher education institutions, serving as the common denominator of shared values and practices among the diverse institutions in the Southern states that award associate, bachelor's, master's, or doctoral degrees.