

MSBA. POWERING INSIGHT.

Earn your Master's in Business Analytics

www.uscupstate.edu



MSBA INSIGHT 2

Integrate data to solve complex problems and help companies gain a competitive edge in any business market.

University of South Carolina Upstate Master's in Business Analytics program

- Descriptive analytics
- Predictive analytics
- Prescriptive analytics
- Quantitative methods
- Database mining/management
- Data visualization
- Programming

Real-world projects

Nicknamed
"the George,"
the USC Upstate College of Business is located in the heart of the city's business district, providing you access to internships and a vibrant small-city atmosphere.



DOW

with global and regional companies



**INTOWN
SPARTANBURG
SOUTH CAROLINA**

Transform your future at the University of South Carolina Upstate. We equip graduate students with advanced business analytics skills to convert data challenges into business insights. From day one, you will earn the skills and project experiences that employers seek.

Our exceptional faculty truly set us apart. Learn from dedicated professors whose diverse backgrounds and experiences provide you with specialized insights and perspectives. At USC Upstate, you aren't just another student in a crowded lecture hall. You're working on real world problems with your fellow students. Our faculty takes the time to understand your individual goals, and offer you the personal mentoring needed to achieve them.

You will also have opportunities to apply what you've learned in a real-world setting. Many regional employers offer internships that help you gain experience in business analytics while you earn your degree.

Gain the skills and knowledge most in demand by companies. Apply today to the Business Analytics program.





Descriptive analytics

Gain the ability to effectively analyze past data, informing decision-making and identifying potential opportunities while laying the foundation for advanced analytical techniques.



Database mining and management

Learn the fundamentals of designing and structuring database systems to efficiently store, manage, and retrieve data to support advanced analytics and decision-making processes and acquire sophisticated database querying skills.



Predictive analytics

Master statistical models and machine learning techniques to forecast future events and trends based on historical data. Develop critical skills in autoregression, ARIMA processes, volatility models, cluster analysis, and structural equation modeling.



Data visualization

Throughout the program, you'll acquire essential skills in crafting visually compelling data representations using computer graphics, visual data representation techniques, and visualization software, like PowerBI to effectively communicate complex information and insights to diverse audiences.



Prescriptive analytics

Acquire crucial expertise in leveraging optimization and simulation algorithms to recommend the best course of action among various alternatives, enabling data-driven decisions that drive optimal outcomes in complex business situations.



Programming

Right at the start we'll get you mastering languages such as SAS and R to perform statistical estimation methods, including general linear models, ANOVA, piecewise linear regression, and logistic regression, equipping graduates with the technical expertise to manipulate, analyze, and model data across various business contexts.



Quantitative methods

Delve into a range of statistical techniques and mathematical models used to analyze data, equipping you with the skills to rigorously examine relationships, test hypotheses, and derive valuable insights from vast datasets.

ONE YEAR MSBA



“My master’s in business analytics overall has lived up to my expectation. I was looking to expand on my undergraduate knowledge; the program has challenged me in ways that have brought the best out in me.” - Cameron Smith ‘23

MSBA TOP 5

Frequently Asked Questions

How many credit hours are required for the MSBA degree?

The MSBA degree consists of 10 courses. Each course is three credit hours. The program consists of 30 total credit hours. There are seven core courses required of every student and three electives that you can choose based on your professional interests.

Is the MSBA available part-time, full-time, or online?

This program is currently available full-time and part-time. A student who is enrolled full-time will take four courses in Fall, four courses in Spring, and two courses in Summer to finish the program in one academic year. Part-time students can take one, two, or three courses, depending on their preferences and other considerations. All our classes are designed to be highly flexible. Students can attend class in person or online. Classes do meet at a standard time every week. International students will need to be local for this degree program.

How much time do I have to complete this degree program?

There is no specific time limit within which you are mandated to complete your degree. A full-time student can complete the course in one academic year (Fall, Spring, and Summer) if they take four courses in Fall, four in Spring, and two in Summer. Part-time students who take two courses a semester can complete the program in two years.

Can I get a GMAT or GRE waiver?

Yes. A GMAT or GRE waiver is available for applicants who meet certain criteria related to academics or work experience.

Do I have to complete any prerequisite coursework?

It depends on your academic background, G.P.A., and work experience. However, usually, there are no prerequisites to be admitted into the program.

Cameron Smith is from Goose Creek, South Carolina. He completed a Master's Degree in Business Analytics at USC Upstate's George Dean Johnson, Jr. College of Business and Economics. What drew Cameron to the program was its quality learning environment, with small class sizes and individualized attention from professors.

One of the biggest surprises for Cameron was the amount of career development the faculty provides, lessons incorporate real-world scenarios and problems, hands-on software training, and guest speakers from the industry. According to Cameron,

"This program has helped me to become a more well-rounded professional." His background is in finance and economics, and now he has added more experience in the emerging digital world of analytics.

Cameron encourages you to explore the tools and opportunities around business analytics. That includes taking full advantage of wide-ranging internship opportunities as he did with Milliken. A Master's in Business Analytics will add value to your work experience. Let us show you what USC Upstate graduate programs can offer you. Contact us to learn more.

APPLY

The priority deadlines for applications
Fall: June 15
Spring: November 15



The application process

USC Upstate application is online for your convenience. To be considered for acceptance you will also need to provide the following additional materials and pay an application fee.

1. Transcripts: Your official undergraduate and graduate transcripts. Copies are not acceptable. These transcripts should be emailed directly to us from the institution where you graduated from.
2. Essay: 500 words total for four questions
3. GRE/GMAT scores
4. Letters of Reference: Two letters of reference must be emailed to us directly. Copies of letters of reference are not acceptable.
5. Resume or CV
6. Personal statement: 1-2 pages.

www.uscupstate.edu/apply

Contact us at:
phone 864-503-5580 | Fax 864-503-5583

An Equal Opportunity Institution

Interested in Graduate Assistantships?

Contact us about this opportunity but do not delay your application, as it is a highly competitive and selective process.

How much does the program cost?

Graduate students (12 hours or more)

- South Carolina residents: \$ 6,867 per semester*
- Non-residents: \$14,880 per semester*

Are there any additional costs?

You will have expenses related to textbooks, living expenses and fees. For more information please visit our website.

When do I have to pay my fees?

Please visit the USC Upstate website for more detailed information regarding dates.

*Fees are subject to change and are only approximate figures.

GMAT or GRE waiver

is available for the following applicants:

- 1) USC Upstate graduates with a 3.0 or higher
- 2) Non-USC Upstate graduates from AACSB-accredited institutions with a GPA of 3.5 or higher
- 3) Master's degree (or higher) holders with two or more years of work experience in a related field

Note:

Exceptional students with a GPA of 2.5 or higher (but less than 3.0) and a high GMAT/GRE score may be considered for conditional admission.



George Dean Johnson, Jr.
College of Business and Economics
AACSB Accredited

Additional Information for International Students

English Proficiency: International students must be proficient in English (i.e., a minimum Test of English as a Foreign Language [TOEFL] score of 500 [paper-based] or 173 [computer-based] or 61 [internet-based] or IELTS of six or DuoLingo of 95 or higher. TOEFL is not required of students whose native language is English.

Transcripts: International applicants must provide official copies of school transcripts or certificates of satisfactory study such as baccalaureate, bachillerato, Abitur or other school certificates. These records must include an English translation of the subjects you have studied and your grades in each subject. Ensure that the school's grading system is explained.

Credential Evaluation: Students who have attended post-secondary educational institutions, colleges, or universities outside of the United States are required to submit a professional credential evaluation of all work completed. This is generally referred to as a course-by-course report. A course-by-course report should be sent directly to the Admissions Office from the evaluation service. An admission decision will be made once the official evaluation is on file and all other required materials are received. If you are currently enrolled in a term or semester, you should contact the evaluation service about getting a partial evaluation done. A final evaluation will be required prior to enrollment. Request your evaluation online at wes.org.

Sufficient Funding: The Admissions Office must receive official documents that certify that you have sufficient funding to attend the University of South Carolina Upstate for one calendar year. This evidence will be used to issue an immigration document (I-20), which will be required to obtain the F-1 student visa at a United States embassy or consulate.



Full-time students take four courses in Fall, four courses in Spring, and two in Summer.