Master of Science in Business Administration
with a concentration in Business Analytics
(MSBA-BA)

Overview

The MSBA-BA is offered by the Pamplin College of Business and supported by the College’s Center for Business Intelligence and Analytics. The program is designed to give students the necessary business knowledge, technical expertise, and professional skills to be high-impact business analytics leaders. The program requires the completion of 30 credit hours. Students who have fulfilled the prerequisite requirements (i.e., individuals with basic skills in statistics, computer programming, and database management) can normally complete the degree in 12 months.

The MSBA-BA offers students with any undergraduate degree the opportunity to obtain a graduate business degree with a specialization in business analytics. Students learn quantitative modeling techniques for descriptive, predictive, and prescriptive analytics. They also gain knowledge about how to work in teams to diagnose, frame, and solve business problems and craft compelling, professional presentations and consulting reports that lead decision makers to take action.

A distinctive feature of the MSBA-BA program is the capstone project where interdisciplinary teams of students work together to solve a real-world problem provided by various corporate sponsors. The capstone experience is spread over 10 months and involves at least two on-site visits and numerous other interactions with corporate sponsors. At the end of the project, students prepare a professional consulting report that summarizes and supports their findings and builds a business case for their recommendations. They also make formal business presentations to the corporate sponsors. This experience will not only enhance students’ technical skills but also develops business acumen that facilitates execution of those skills.

Admission

Admission to the program is competitive with selection based on leadership and communication skills, motivation, quantitative aptitude, and computing experience. The program welcomes students from a wide variety of disciplines and backgrounds. Ideally, applicants should possess basic skills in statistics, computer programming, and database management. Deficiencies in these areas does not preclude admission but should be addressed prior to the start of the program.
The application process includes the following:

- Online application via graduate school http://graduateschool.vt.edu ($75 non-refundable fee)
- Transcripts
- GMAT scores
- TOEFL or IELTS scores (for international students)
- Academic and Professional Goals Essay
- Two letters of recommendation
- Resume
- Applicant interview (qualified applicants will be contacted to schedule an interview after the online application has been reviewed)
- Cumulative 3.0 GPA or better is desired
- Application Deadline: February 1 (Late application will be processed as space allows.)

Curriculum

The 30-hour program includes a 15-hour Business Core (required for the M.S. in Business Administration). It also includes a 15-hour Analytics Core, including two courses directly related to the capstone project.

Required Core Curriculum

15 Hours - Business Core†

- ACIS 5104 Fundamentals of Accounting
- BIT 5724 Managerial Statistics
- FIN 5024 Principles of Finance
- MGT 5314 Dynamics of Organizational Behavior
- MKTG 5104 Marketing Policy and Strategy

*NOTE: Some substitutions for business core courses may be made with the approval of the Academic Director.

15 Hours - Analytics Core and Capstone Project

- BIT 5524 Intro to Business Intelligence and Analytics
- BIT 5534 Applied Business Intelligence and Analytics
- BIT 5424 Advanced Business Information Visualization for Analytics
- MGT 5905 Business Analytics Capstone I
- MGT 5906 Business Analytics Capstone II
### Sample Plan of Study

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<thead>
<tr>
<th>Session</th>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td><strong>Summer 2 Session</strong></td>
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<tr>
<td>BIT 5724</td>
<td>Managerial Statistics (online)</td>
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<tr>
<td>MSBA-BA Boot Camp</td>
<td>required full week before Fall classes start.</td>
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<tr>
<td>Orientation, team building &amp; foundational analytics technology skills.</td>
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<tr>
<th>Semester</th>
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<tbody>
<tr>
<td><strong>Fall Semester</strong></td>
<td></td>
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</tr>
<tr>
<td>ACIS 5104</td>
<td>Fundamentals of Accounting</td>
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<tr>
<td>BIT 5524</td>
<td>Introduction to Business Intelligence for Analytics</td>
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<tr>
<td>BIT 5534</td>
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<tbody>
<tr>
<td><strong>Spring Semester</strong></td>
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<tr>
<td>BIT 5424</td>
<td>Advanced Business Information Visualization and Analytics</td>
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<tr>
<td>FIN 5024</td>
<td>Principles of Finance</td>
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<tr>
<td>MGT 5905</td>
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<tr>
<td><strong>Summer 1 Session:</strong></td>
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</tr>
<tr>
<td>MGT 5906</td>
<td>Business Analytics Capstone II</td>
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This program is not STEM certified.

### Cost

Tuition information is available on the Bursar’s website. [http://www.bursar.vt.edu/](http://www.bursar.vt.edu/). In addition to tuition, a supplemental fee of $175.00 per credit hour applies.

### Business Acumen

Students receive instruction focused on teamwork, leadership, and skills in communication, presentation, and project management during the two capstone classes. These topics are reinforced and enhanced by interactions with the corporate advisors on their capstone projects.

### Career Services

MSBA-BA students receive career services advisement during the program to help them prepare a career search strategy. Corporate advisors of the program will also interact with students to ensure they are equipped with appropriate skills to become leaders in business analytics. The MSBA-BA students will have specific career events during the year to network with interested employers.
Contact us for additional information:
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