

<b>USC SCHOOL</b>	Marshall School of Business
<b>ACADEMIC DEPARTMENT</b>	Data Science and Operations   Specialized Masters Programs
<b>GRADUATE PROGRAM</b>	Master of Science in Business Analytics
<b>POST CODE</b>	1559
<b>TERM EFFECTIVE DATE</b>	Fall 2023

**APPLY HERE:** [https://usc.qualtrics.com/jfe/form/SV\\_4GyPpm81W1Ptyzc](https://usc.qualtrics.com/jfe/form/SV_4GyPpm81W1Ptyzc)

### PROGRAM DESCRIPTION

A brief description of the graduate program.

The USC Marshall MSBA program is a data science STEM program with a business lens. It is one of the longest running MSBA programs in the nation, and top ranking in the world. The program emphasizes project-based learning in the classroom, so our students acquire deeper business analytics knowledge through active exploration of real-world business challenges and problems. These projects are in collaboration with our industry partners, and cover a range of business areas including finance, operations, marketing, management, supply chain, and HR.

### COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor's degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

Open to students from all undergraduate majors who have completed at least one college level statistics course per the below

### PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	At least one college level statistics course is required for admissions to this program. This class can be taken at USC, taken as part of a USC-approved study abroad program, transferred to USC, or AP statistics if and only if college credit was granted. Some example courses at USC include, but are not limited to:	Required	
BUAD 310	Applied Business Statistics		4
ISE 225	Engineering Statistics I		3
ITP 249	Introduction to Data Analytics		4
MATH 208	Elementary Probability and Statistics		4
SSCI 381	Statistics for Spatial Sciences		4

**UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS**

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
PDP students have the opportunity to waive up to 3 units of introductory coursework across three 1.5-unit classes. Students demonstrating mastery of all three subjects will waive 3 units and substitute the other 1.5-unit course with an additional 1.5 units of electives. Students can demonstrate mastery via challenge exams for the GSBA 545: Data Driven Decision Making and DSO 552: SQL Databases for Business Analysts courses. Students can demonstrate mastery for GSBA 542: Communication for Management by taking BUAD 302 and earning a grade of A- or higher.		
BUAD 302	Communication Strategy in Business ( <b>grade of A- or higher to replace the 1.5-unit GSBA 542</b> )	4
PDP students pursuing business undergraduate programs should avoid taking both classes when there is significant overlap between the undergraduate and graduate level courses. No waivers are granted for completion of this sort of coursework at the undergraduate level. Students in this situation can choose to take either the undergraduate (400-level) course towards their undergraduate degree, or the graduate (500-level) course towards their MSBA. See below for common courses with significant overlap:		
DSO 428	Essentials and Digital Frontiers of Big Data (overlaps with DSO 528: Data Warehousing, Business Intelligence, and Data Mining, 3 units)	4
DSO 427	Designing Spreadsheet-Based Business Models (overlaps with DSO 547: Designing Spreadsheet-Based Business Models, 3 units)	4
DSO 499	Deep Learning and Business Applications (overlaps with DSO 569: Deep Learning for Business Applications, 1.5 units)	4

**CORE GRADUATE PROGRAM REQUIREMENTS (# units required)**

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

*If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk (\*) and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
DSO 552*	SQL Databases for Business Analysts ( <b>Fall 1 only</b> )	1.5
DSO 545	Statistical Computing and Data Visualization ( <b>Fall 1 only</b> )	3
GSBA 545*	Data Driven Decision Making ( <b>Fall 1 only</b> )	1.5
DSO 510	Business Analytics ( <b>Fall only</b> )	1.5
DSO 570	The Analytics Edge: Data, Models, and Effective Decisions ( <b>Fall only</b> )	3
DSO 553	NoSQL Databases in Big Data ( <b>Spring 1 only</b> )	1.5
GSBA 542*	Communication for Management ( <b>Spring 1 only</b> )	1.5
DSO 530	Applied Modern Statistical Learning Methods ( <b>Spring 1 only</b> )	3
One from:	DSO 573: Data Analytics Driven Dynamic Strategy & Execution ( <b>Fall only</b> ) DSO 556: Business Models for Digital Platforms ( <b>Fall only</b> ) DSO 574: Using Big Data: Challenges & Opportunities ( <b>Spring only</b> )	3
DSO 595	Internship ( <b>Summer recommended</b> )	1.5

**PRE-APPROVED ELECTIVE COURSEWORK**

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

Varies	<b>TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE</b>
12	<b>TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE</b>

**TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS**

33	<b>TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE</b>
3	<b>TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY)</b>
30	<b>MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE</b>

**NOTES FROM THE DEPARTMENT**

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

**Program Requirements** The MSBA program starts in Fall semester only. The degree requires at least 2 Fall semesters, 1 Spring, and 1 Summer. Students must take at least 6 units of MSBA courses in their first Fall (GSBA 545, DSO 545, DSO 552), at least 6 units in their first Spring (GSBA 542, DSO 553, DSO 530), are recommended to pursue an internship in Summer (DSO 595), and must take the remaining core courses in the correct term (see "Core") along with all required elective units. Any student who successfully passes a challenge exam can go below the six units per term, as appropriate.

**Course Exceptions**

PDP students have the opportunity to waive up to 3 units of introductory coursework across three 1.5-unit classes. Students demonstrating mastery of all three subjects will waive 3 units and substitute the other 1.5-unit course with an additional 1.5 units of electives. Students can demonstrate mastery as follows:

**GSBA 545 and DSO 552:** Successfully passing the waiver exam offered to admitted students during the Summer before the start of Fall classes

**GSBA 542:** Successful completion of BUAD 302, earning a grade of A- or higher

**Electives**

Please see the USC Catalogue for a list of our preapproved electives: <https://catalogue.usc.edu/>

**Marshall Undergraduate Majors**

Marshall UG majors may be able to use up to nine 500 level graduate electives units taken as part of the MSBA program toward their Marshall MUDE units. You will have the opportunity to discuss this in detail with the graduate program advisor if your application is recommended for admission.

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Rahsan Akbulut	10/04/2022
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**Name of Authorizing Master's Program Dean****Date Approved**

Assistant Vice Dean, Graduate Programs   Marshall School of Business
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**Authorizing Dean's Title**