USC University of Southern California

PROGRESSIVE MASTER'S DEGREE
PROGRAM COURSE PLAN

USC SCHOOL	Marshall School of Business
ACADEMIC DEPARTMENT	Data Science and Operations | Specialized Masters Programs
GRADUATE PROGRAM	Master of Science in Business Analytics
POST CODE	1559
TERM EFFECTIVE DATE	Fall 2024
HOW TO APPLY	**Apply Here**

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.

The MSBA Progressive Degree Program begins in Fall semesters each year and requires at least 2 Fall semesters, 1 Spring, and 1 Summer of enrollment. This program is designed for students who are prepared to take 10.5 units of MSBA core coursework in their first Fall in the program. Fall core coursework is followed by enrollment in at least 6 units of core coursework in the student's first Spring. This program design sets students up for success not only in the academic sequencing of coursework, but in the co-curricular and career preparation aspects of graduate school. Admitted students who pass the waiver exams for statistics and SQL programming are approved to enroll in as few as 7.5 units of core coursework in their first Fall (see "Notes" section for more information).

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
ECON 318	Introduction to Econometrics		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 two 1.5-unit classes. Students demonstrating mastery of both subjects will waive 3 units. Students can demonstrate mastery via waiver exams for the GSBA 545: Data Driven Decision Making and DSO 552: SQL Databases for Business Analysts courses offered to admitted students before the start of classes.		
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
GSBA 542	Communication for Management **(Fall 1 only)**	1.5
GSBA 545*	Data Driven Decision Making **(Fall 1 only)**	1.5
DSO 545	Statistical Computing and Data Visualization **(Fall 1 only)**	3
DSO 552*	SQL Databases for Business Analysts **(Fall 1 only)**	1.5
DSO 570	The Analytics Edge: Data, Models, and Effective Decisions **(Fall 1 only)**	3
DSO 510	Business Analytics **(Spring 1 only)**	1.5
DSO 553	NoSQL Databases in Big Data **(Spring 1 only)**	1.5
DSO 530	Applied Modern Statistical Learning Methods **(Spring 1 only)**	3
One from:	DSO 573: Data Analytics Driven Dynamic Strategy & Execution **(Fall 2 only)** DSO 556: Business Models for Digital Platforms **(Fall 2 or Spring)** DSO 574: Using Big Data: Challenges & Opportunities **(Spring only)**	3
DSO 595	Internship **(Summer recommended)**	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	**TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE**
12	**TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE**

TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

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

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 semesters only. The degree requires at least 2 Fall semesters, 1 Spring, and 1 Summer. Students are expected to take 10.5 units of MSBA courses in their first Fall (GSBA 542, GSBA 545, DSO 545, DSO 552, and DSO 570), at least 6 units in their first Spring (DSO 510, 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. Admitted students who successfully pass the waiver exams for statistics (GSBA 545) and/or SQL (DSO 552) can go below the required units for the first Fall term.

Course Exceptions

PDP students have the opportunity to waive up to 3 units of introductory coursework across two 1.5-unit classes. Students demonstrating mastery of both subjects will waive 3 units. Students can demonstrate mastery as follows:

GSBA 545 and DSO 552: Successfully passing the waiver exams offered to admitted students before the start of classes

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 9 units of 500-level graduate electives 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.

Rahsan Akbulut	11/29/2023
Name of Authorizing Master's Program Dean	**Date Approved**

Assistant Vice Dean, Graduate Programs | Marshall School of Business

Authorizing Dean's Title