

TOP 5 REASONS TO PURSUE A CAREER IN BUSINESS ANALYTICS:

1

Business analytics goes beyond data science providing skills to achieve strategic business goals.

2

Skills in business analytics are a top hiring priority in every sector.

3

Salaries in business analytics are highly competitive.

4

Dissecting complex business problems and creating unique, high ROI situations is your thing!

5

Leadership positions in analytics is your career goal.

LEARN MORE AND APPLY:



PAMPLIN COLLEGE OF BUSINESS
CENTER FOR BUSINESS ANALYTICS
VIRGINIA TECH

Data & Decision Sciences, Suite 210
727 Prices Fork Rd, Blacksburg, VA 24061

cba.pamplin.vt.edu

vtcba@vt.edu

540-231-4570

ADMISSIONS

Admission to the program is highly competitive with selection based on leadership and communication skills, motivation, quantitative aptitude, and problem-solving skills. Interested students from any major are encouraged to apply for the program.

Early Action
Deadline

International Student
Final Deadline

U.S. Student
Final Deadline

NOV 1

FEB 1

MAR 1

Late applications will be processed as space allows.

Admissions decisions are based on:

- Applicant Interview
- Short Introductory Video
- Professional Goals Essay
- Official Transcripts
- Cumulative GPA (at least 3.0 is desired)
- TOEFL or IELTS (International students only)



MASTER OF SCIENCE IN BUSINESS
ADMINISTRATION WITH A CONCENTRATION IN

BUSINESS ANALYTICS



PAMPLIN COLLEGE OF BUSINESS
CENTER FOR BUSINESS ANALYTICS
VIRGINIA TECH



Group Photo of MSBA-BA Cohort 9

WHY MSBA-BA?

- Earn your MSBA with a concentration in Business Analytics in just one year.
- Get real-world industry experience by working on a capstone project with key corporate sponsors.
- Fast-track your career: recent grads had a 97.5% placement rate with a median starting salary of \$85,000.
- Gain the business experience, technical expertise, and professional skills to become a high-impact business analytics leader!

ABOUT THE PROGRAM

The Master of Science in Business Administration with a concentration in Business Analytics (MSBA-BA) is a one year program designed to give students from multiple disciplines 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, consisting of a 15-hour business core and a 15-hour analytics core that includes two courses focused on a corporate sponsored capstone project.

CAPSTONE PROJECTS

The capstone project is the cornerstone of the program. Our students collaborate in interdisciplinary, four-to-five member teams on a project for one of CBA's corporate sponsors. The project culminates in a professional consulting report and formal presentation that builds a case for their recommendations. **Many of our teams have saved their companies millions of dollars, developed connections to key industry leaders, and even received job offers as a direct result of their capstone projects!**

2024-25 CORPORATE SPONSORS:



LEARN MORE AND APPLY AT:

PAMPL.IN/MSBA

OR SCAN THE QR CODE ON THE BACK

