

# THE ARGYROS COLLEGE

# MS IN BUSINESS ANALYTICS

## MAKING AN IMPACT. GOING BEYOND THE NUMBERS.

Do you want to know how Netflix recommends your next favorite binge-worthy series? Ever wonder how businesses like Amazon personalize your shopping experience or how companies use data to transform the way they operate?

If you're fascinated by the power of data and have a passion for uncovering insights that drive meaningful, impactful decisions, the STEM-designated Master of Science in Business Analytics (MSBA) program at the Argyros College is your gateway to becoming a leader in the field. With a curriculum designed to meet industry demands, you'll gain the expertise to not just analyze data but to shape the future of business.



### THE CHAPMAN MSBA: WHERE DATA MEETS OPPORTUNITY

Embracing data analytics as a critical strategy tool is the edge that industries expect from their managers today to compete in a real-time environment. In just ten months, the MSBA degree will prepare you as a future leader of analytics and data science, ready for managerial decision-making through a data-driven approach.

This program will equip you with a deep technical skillset and a knowledge of the critical business context through a curriculum that includes machine learning, cloud infrastructure, statistical methods, data visualization, marketing analytics, and other application-oriented courses. We are one of the only MSBA programs in Southern California to offer analytics-focused classes specifically in Entertainment and Real Estate.



### ORANGE COUNTY: YOUR HOME IN SOUTHERN CALIFORNIA

Earn your degree steps away from Old Towne Orange, California's largest National Historic District, explore the renowned Hilbert Museum, and enjoy a vibrant culinary scene with diverse restaurants and cafés— a foodie's paradise!

Located between Los Angeles's entertainment capital and San Diego's biotech hub, "The OC" boasts rich diversity, Fortune 500 companies, and fast-growing industries, making it a prime spot for innovation.

**74<sup>0</sup>** AVERAGE YEAR-ROUND TEMPERATURE IN ORANGE COUNTY, CA

**#2** CALIFORNIA IS THE 2ND LARGEST ECONOMY IN THE WORLD PER CAPITA  
*The Office of Governor Gavin Newsom, 2024*

[Chapman.edu/MSBA](https://Chapman.edu/MSBA)



CHAPMAN UNIVERSITY

Argyros College of Business and Economics

**MAKING AN IMPACT. GOING BEYOND THE NUMBERS.**


The MS in Business Analytics (MSBA) program is designed for the curious, growth-minded go-getter eager to make an impact through data. If you're a self-starter with a passion for storytelling through numbers, Chapman University's MSBA program empowers you to optimize business strategies and transform organizations. This advanced degree goes beyond a credential—it's an immersive experience that equips you with the skills to manage a team of data scientists, lead data-driven initiatives, and drive meaningful change. Whether you aim to empower decision-makers or elevate business performance, the Chapman MSBA is your launchpad for success.

**PROGRAM HIGHLIGHTS & SERVICES**

- Completed within 10 months
- Afternoon/Evening Classes
- 30 Total Units
- Fall Enrollment
- Cohort-style
- Personalized Education
- Scholarship Opportunities
- Dedicated Career Services
- Tap into 50,000+ Alumni Network

**SAMPLE CURRICULUM**

<b>DATA</b>	<ul style="list-style-type: none"> <li>• Cloud Data Ecosystems</li> <li>• Data and AI Ethics</li> <li>• Data Management</li> <li>• Data Visualization</li> </ul>
<b>DATA ANALYTICS</b>	<ul style="list-style-type: none"> <li>• Predictive Models</li> <li>• Statistical Machine Learning</li> <li>• Causal Inference</li> <li>• Neural Networks</li> <li>• Deep Learning Methods</li> </ul>
<b>APPLICATIONS</b>	<ul style="list-style-type: none"> <li>• Marketing Analytics</li> <li>• Social Media Marketing</li> <li>• Real Estate Analytics</li> <li>• Entertainment Analytics</li> </ul>

Scan to listen to our Campus to Career podcast 



Our award-winning faculty has thoughtfully developed a versatile MSBA curriculum to equip the aspiring business data scientist with a well-rounded suite of analytical and business skills. Beyond the academic preparation, our dynamic faculty together with the industry connections and the networking offered through our Career Advancement Center will make your Chapman MSBA a most rewarding experience!

**CHARU SINHA, PH.D.**  
Academic Director, MS in Business Analytics



**KEY DATES & DEADLINES**

**FEB 01** PRIORITY DEADLINE

**JUN 15** REGULAR DEADLINE

*Applications submitted after the deadline will be reviewed on a space-available basis.*

**Chapman.edu/MSBA**



For any questions, contact us at [mba@chapman.edu](mailto:mba@chapman.edu) or (714) 997-6684

Chapman University  
1 University Drive  
Orange, California 92866

The Higher Education Act of 1965 (HEA), as amended by the Higher Education Opportunity Act of 2008 (HEOA), includes many disclosure and reporting requirements that are intended to assist current students and their families to access information about higher education institutions.

For more information, please visit [chapman.edu/consumer-disclosures](http://chapman.edu/consumer-disclosures)