



## BIG DATA, BIGGER OPPORTUNITIES

Master of Science in Business Analytics (MSBA) students at Wake Forest develop the deep quantitative capabilities and technical expertise to create business and social value, with marketable skills required by today's top employers.

**92%**  
EMPLOYMENT

**6 MONTHS AFTER GRADUATION**  
Class of 2025

### MSBA Class Profile\*

<b>104</b> Total Students	<b>35%</b> Female	<b>22%</b> Underrepresented Minorities**
<b>53</b> Schools Represented	<b>21</b> Majors Represented	<b>3.5</b> GPA Average
<b>685</b> GMAT Average	<b>320</b> GRE Average	* Three-year class average ** As defined by IPEDS (Integrated Postsecondary Education Data System)



**WAKE FOREST  
BUSINESS**

## Master of Science *in* **BUSINESS ANALYTICS**

**STEM CERTIFIED • OPT EXTENSION ELIGIBLE  
OPEN TO ALL MAJORS**

## BECOME A PROBLEM SOLVER WHO TAKES DATA FROM **INSIGHT TO IMPACT**

Our MSBA program highlights include:

**Experiential Learning Projects** with corporations and in-class use of authentic retail data from our exclusive Center for Analytics Impact corporate partners.

**Emphasis on training** across the full spectrum of analytics methodologies with strong business knowledge from innovative courses such as Machine Learning, Data Driven Storytelling, and Marketing Analytics.

**Career Prep** and one-to-one coaching that helps you develop a job search plan, polish your resume and hone your interview skills.

**Optional four month program extension:** Business Consulting with AI Enhanced Analytics Concentration

[See back to learn more >](#)



## WINSTON-SALEM, NC

Anchoring the Piedmont Triad region of North Carolina, Winston-Salem's balance of urban opportunity and natural beauty consistently earns it high national marks for quality of life. The "City of Arts & Innovation" is a vital hub halfway between North Carolina's eastern beaches and western mountains.



"Best places to launch a business"



"The ten most 'Fun, Affordable' cities in the United States."

## MSBA PROGRAM DETAILS

### Eligibility

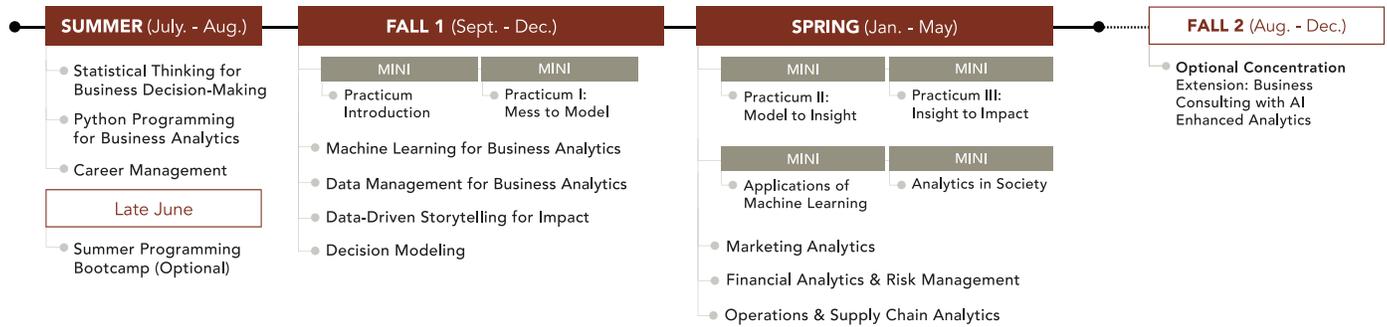
- Bachelors degree from an accredited college/university
- Open to graduates regardless of major who have a quantitative foundation with an interest in building a career in Analytics

### Program Curriculum

Program and Curriculum are subject to minor changes

### Tuition, Fees, & Financial Aid

All qualified applicants to the Wake Forest School of Business are automatically considered for need- and merit-based scholarships at the time of admission. Early application is encouraged, as scholarship funds are allocated on a rolling basis.



Where Wake MSBA Grads Launch Careers:



### Key Dates

Applications open in August, with classes beginning the following July. Domestic and international applicants should note distinct application deadlines, tailored to ensure timely processing based on residency status.



For more details, scan the code or visit [go.wfu.edu/MSBA](http://go.wfu.edu/MSBA)

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