



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 Sports Analytics Concentration

Optional additional summer semester opportunity to learn advanced sports analytics and data engineering, and be embedded as consultants to a Division I, Power Four sports team.

[See back to learn more >](#)

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.

93%

EMPLOYMENT

**6 MONTHS AFTER GRADUATION
WITH US WORK AUTHORIZATION**

Class of 2025

MSBA Class Profile*

82 Total Students	32% Female	22% Underrepresented Groups**
47 Schools Represented	30 Majors Represented	3.5 GPA Average

* Three-year class average

** As defined by IPEDS (Integrated Postsecondary Education Data System)

**#2 MSBA PROGRAM
IN THE USA**





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.

Forbes
Money
MAGAZINE

"Best places
to launch a
business"

Bloomberg
Businessweek

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

MSBA PROGRAM DETAILS

Eligibility

- Bachelor's 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

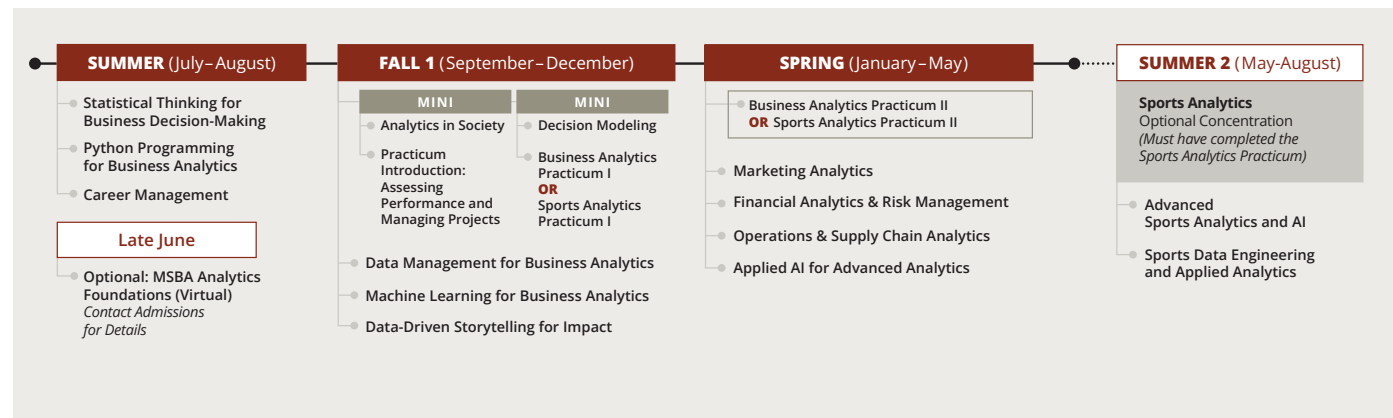
Tuition, Fees, & Financial Aid

All qualified applicants to the Wake Forest School of Business are automatically considered for need- and merit-based scholarships at the time of admission.



Program Curriculum

Program and Curriculum are subject to minor changes



Where Wake
MSBA Grads
Launch Careers:



Application Timeline

Admission decisions are made through a rounds-based application process, with multiple application deadlines throughout the year. Applicants are encouraged to apply in an earlier round for the strongest consideration. Domestic and international applicants should note distinct application deadlines, tailored to ensure timely processing based on residency status. Classes begin in July.



For more details, scan the code or visit go.wfu.edu/MSBA

busadmissions@wfu.edu • 866.925.3622