MBA in Business Analytics

Tom & Vi Zapara School of Business

**Build your Analytic Skills
Prepare for 21st Century Market Demand**

STEM designated program (CIP: 30.7102)

Why Zapara School of Business?

La Sierra University is situated in business-friendly Southern California. As part of the university's Zapara School of Business, the **MBA in Business Analytics** is uniquely positioned to benefit from being in the heart of business activity of California, the fifth largest economy in the world, and to take advantage of the School's diverse and globally-connected faculty keen on using business skills to make the world better.

Recognized by the *Wall Street Journal* and *US News and World Report* as among the **most diverse educational institutions** in the United States, La Sierra welcomes students from around the world to its safe, alcohol-free, tobacco-free, and entirely vegetarian campus. Our student body represents more than 30 countries and every major religion. Diversity of thought and ideas means more creativity, innovation, and points of view, and incorporation of emerging technologies – making for more-informed thinking and better problem-solving.

Known for its **culture of creativity and caring community**, our high quality, values-based education is marked by personalized attention and concierge service, where the dean's door is always open. La Sierra University is regionally **accredited by the Western Association of Schools and Colleges** (WASC) and is a **candidate for accreditation by AACSB**, the world's premier business school accreditation association.

At La Sierra, we are serious about making a difference, so we ask more questions, seek more understanding through research and knowledge creation, and apply the knowledge we've learned in the world. **Put market-ready analytics skills to work for yourself today!** *Contact your Rex GBE Services representative to find out more!*

MBA applicants must have a four-year bachelor's degree or the equivalent. Regular admission requires a satisfactory combination of GPA, GMAT score, or significant work experience. Applicants with an earned graduate degree may receive automatic admission. An IBT score of 79 or IELTS score of 6.5 is required for students who have not studied at an institution where English is the language of instruction.

MBA in Business Analytics

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The **MBA in Business Analytics** is an exciting new program designed to develop students' analytics expertise and launch them into careers that meet the emerging needs and opportunities of the 21st century global market. Created in partnership with Rex GBE Services in Mumbai, India, and in association with world-class analytics experts, the program will grow students' acumen in business and artificial intelligence, data visualization, and decision making, while building their skills in leadership, creative problem solving, and other core business areas.

- Emerging technologies
- Business-oriented analytics focus
- Artificial intelligence and data mining
- World-class teaching partners
- On-site classes in the U.S.
- One-year completion

Obtain pre-approval from Rex GBE Services and admission to La Sierra University. Then study abroad for one year at La Sierra University's beautiful campus in sunny Riverside, California, for face-to-face integrative and specialty courses. Build your network during your program by making connections with companies and business people from Southern California and across the US who visit campus that will help you identify potential job opportunities following completion of your MBA coursework. Then apply your knowledge in a three-year Optional Practical Training (OPT) position as a STEM-designated program (CIP code: 30.7102).s

> "I appreciate all of the class discussions and activities, even if they're
>
> ## Outside my Comfort Zone.
>
> ... It is in the venturing outside of that zone that I find my mind (and heart) expanding."
>
> ~ *MBA student*

MBA COURSEWORK

The MBA comprises 48 degree units including Integration (core) classes and Concentration classes. Some Foundation coursework may also be required.

INTEGRATION courses for the MBA program (32 units):

MGMT	518	Leadership Colloquium (1)
MGMT	559	Decision Making & Uncertainty (4)
MGMT	587	Leadership, Creativity & Organizational Dynamics (4)
MGMT	677	Management Skill Intensive (3)
MGMT	678	Creativity, Design Thinking, & Problem Solving (4)
FNCE	537	Strategic Financial Management (4)
MGMT	537	Strategic Human Resource Management (4)
MKTG	537	Strategic Marketing Management (4)
MGMT	548	Values in the World of Business (4)

CONCENTRATION courses (16 units selected from among the following)*

ECON	569	Enterprise Application of Business Intelligence (4)
ECON	586	Business Process Analytics (4)
ECON	595	Data Visualization and Analytics (4)
ECON	596	Analytics for Pricing and Revenue Management (4)
ECON	597	Data Mining (4)
ECON	598	Artificial Intelligence, Automation, and Management (4)

Specific courses delivered to a given cohort will be selected by the Zapara School in light of the needs of the students in the cohort.

FOUNDATION courses (0-16 non-degree units, waivable with prior coursework if applicable**)**

ECON	514	Economic Concepts for Business Decision Making (3)
ECON	517	Resources for Decision Making (3)
FNCE	517	Accounting & Financial Reporting for Managers (4)
MGMT	508	Business Law, Society, & Ethics in a Global Context (3)
MKTG	517	Marketing & the Value Chain for Decision Making (3)

La Sierra
UNIVERSITY

Tom and Vi Zapara School of Business. Create Value. Make a Difference.
External Degree Program: LaSierra.edu/MyCohort • (951) 785-2509 • MyCohort@LaSierra.edu