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.
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).

“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
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)

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Tom and Vi Zapara School of Business. Create Value. Make a Difference.

External Degree Program: LaSierra.edu/MyCohort • (951) 785-2509 • MyCohort@LaSierra.edu

Member: Council for Higher Education Accreditation, Association of American Colleges and Universities, National Association of Independent Colleges and Universities, Association of Independent California Colleges and Universities