MSBA Applied Project Overview

MASTER OF SCIENCE IN BUSINESS ANALYTICS
Does your business or organization have a challenging problem to solve? Are you seeking data-driven insights?

Let’s become partners and co-create value together!

https://www.tacoma.uw.edu/milgard/msba
https://www.tacoma.uw.edu/cba
https://sites.uw.edu/mcba/

This presentation provides information about the MSBA program at UW Tacoma and how you can partner with our MSBA students and faculty on a 12-month long Applied Project.
Master of Science in Business Analytics (MSBA)

- 12-month program begins each June
- STEM-designated
- Hybrid courses – classes on Saturdays in addition to asynchronous online learning
- Applied Project with industry client
- Career path – business analysts, program managers, business intelligence architects and engineers
## MSBA Class Profile

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class Size</strong></td>
<td>37</td>
<td>77</td>
<td>74</td>
</tr>
<tr>
<td><strong>Men vs. Women</strong></td>
<td>13 men (35%) vs. 24 women (65%)</td>
<td>41 men (54%) vs. 35 women (46%)</td>
<td>37 men (50%) vs. 37 women (50%)</td>
</tr>
<tr>
<td><strong>International Students</strong></td>
<td>14%</td>
<td>9%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Countries Represented</strong></td>
<td>5 (United States, India, Pakistan, Japan, China)</td>
<td>5 (USA, India, Taiwan, China, Mexico)</td>
<td>7 (Canada, China, Ethiopia, India, Iran, United States, Vietnam)</td>
</tr>
<tr>
<td><strong>Previous Advanced Degrees Held</strong></td>
<td>24% of class</td>
<td>30% of class</td>
<td>28% of class</td>
</tr>
</tbody>
</table>
VIRTUAL ANALYTICS LAB: We bring cutting edge cloud and technology resources together to create a virtual lab ecosystem to support our unique applied learning model and real-world projects.

Team Collaboration & Learning
- Microsoft Teams
- Zoom
- Canvas Learning Management System
- Power BI Report Server
- DocuSign Contract Management
- Digital Badges
- Tutorials and workshops for hands on learning

Data Storage and Processing
- Azure SQL Databases & Storage Accounts
- Data Science Virtual Machines
- Azure Student Subscription
- AWS Educate Learning Resources and Pathways

Software and Tools
- Office 365
- ArcGIS, Esri
- Tableau, Power BI
- SSMS, Azure Data Studio
- Machine Learning Studio
- Many open source tools
- Azure, AWS, Google, IBM Cloud
Applied Project Highlights

Identify a problem or opportunity in your organization that MSBA students can work on using your data and their analytics tools and expertise to solve.

If your project is selected, be available to your student team during the 12 months of the program to provide access to your data and to guide the student team as needed throughout the project.

Receive quarterly project updates on their assigned deliverables.

In June 2022, student teams deliver a comprehensive project presentation to your organization with their results and strategic recommendations.

Deliverables typically include data collection analysis, prototype demonstrations and digital transformation plans.
Timeline for 12-month long Applied Project

Summer (Jun-Aug)

Applied Project teams are formed immediately at the start of Summer Quarter. Students report to organizations regularly and submit their deliverables at the end of each quarter.

Autumn (Sep-Dec)

Phase 1: Identify business problem/opportunity & organization, industry & market analysis

Phase 2: Descriptive & diagnostic analytics

Winter (Jan-Mar)

Phase 3: Predictive, ML & prescriptive analytics

Spring (Mar-Jun3)

Phase 4: Cognitive analytics/ AI & transformation/ implementation plan
MSBA Applied Project Proposal submissions are due on June 10, 2022 and they may be completed online here.

Plan on attending the Applied Project Showcase on June 3, 2022 to see what our current MSBA student teams delivered to their clients.

If your project is selected, a student team will begin working with you on your project at the start of the MSBA program in late June 2022.

Questions? Michael Helser (helsem@uw.edu) can help you get started.
Past Projects

In less than 4 years, we have co-created value with nearly 60 organizations on analytics projects. You're invited to join us in our 5th year of the MSBA program!
Applied Project Partner Organizations

- Boeing
- Costco Wholesale
- Delta
- CHI Franciscan Health
- Microsoft
- IBM
- Providence St. Joseph Health
- Sound Credit Union
- Columbia Bank
- Tacoma Public Schools
- Harbor Wholesale Foods
- Standing Point Defiance Zoo & Aquarium
- Tacoma Power
- Naval Sea Systems Command
- South Sound Military & Communities Partnership
- Washington State Department of Natural Resources
- TCS World Travel
- Stellar Industrial Supply
Benefits of Applied Projects

For Partner Organizations:

- Leverage fresh student insights and innovative data-driven approaches to solve your business problem
- Access non-exclusive commercial licenses to IP developed during the project
- Identify top student talent during the project to better inform future hiring decisions
- Strengthen community ties with the Milgard School of Business and the University of Washington Tacoma

For Students:

- Opportunity to apply classroom knowledge on real-life problems
- Bridges the gap between theory and practice
- Promotes teamwork and builds leadership and communication skills
- Access to an industry network and job opportunities after graduation
What do we need from our project partners?

<table>
<thead>
<tr>
<th>Project Proposal and Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Your organization will identify a problem, challenge, or opportunity to be addressed by the project team and then submit an Applied Project Proposal.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sample Project Proposal</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your organization is responsible for:</td>
</tr>
<tr>
<td>• Assigning a key associate to act as the project coordinator that will be readily accessible to the students to make sure they have access to the people and internal information needed to do the project</td>
</tr>
<tr>
<td>• Identify an executive sponsor for the project</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>• While we expect that our partner organizations will provide reimbursement for nominal out-of-pocket student expenses (e.g., mileage, tolls etc. for project-related travel) we do not charge an up-front project fee to our partners for our students to work on these projects. Rather, we believe in a Fair Pay Compensation model whereby our partner organizations define what they would be willing and able to contribute to the Milgard Center for Business Analytics for a successful project outcome at the end of the project.</td>
</tr>
</tbody>
</table>
NON-DISCLOSURE AND CONFIDENTIALITY

• All project information will be kept confidential in the class environment unless permission for release is obtained from the client.
• Some clients may request team members to sign the client’s non-disclosure agreement to ensure that commercially sensitive projects are treated with full confidentiality.
• Confidential information includes all data, reports, records, trade secrets, verbal communications, and/or other materials obtained from the client both prior to and subsequent to the duration of this course.
• The Student Consultants, Faculty Advisors and Alliance Partners shall not use or exploit the confidential information for any purpose other than for education and completion of the course.
• All information provided to the student team is held confidential and will be shared only within the classroom setting.

• Capstone Project Sponsor Agreement (Signed by companies)
• UW Participation Confidentiality Agreement (Signed by students)
Ready to submit your Project Proposal?

We look forward to co-creating value with you!

SUBMIT YOUR PROJECT PROPOSAL
Need more information?

We’re here to help!

> For more information, please contact Michael Helser, Assistant Director of the Center for Business Analytics, to express your preliminary interest regarding project opportunities.

Let’s become partners and co-create value together!

https://www.tacoma.uw.edu/milgard/msba
https://www.tacoma.uw.edu/cba
https://sites.uw.edu/mcba/

mcba@uw.edu