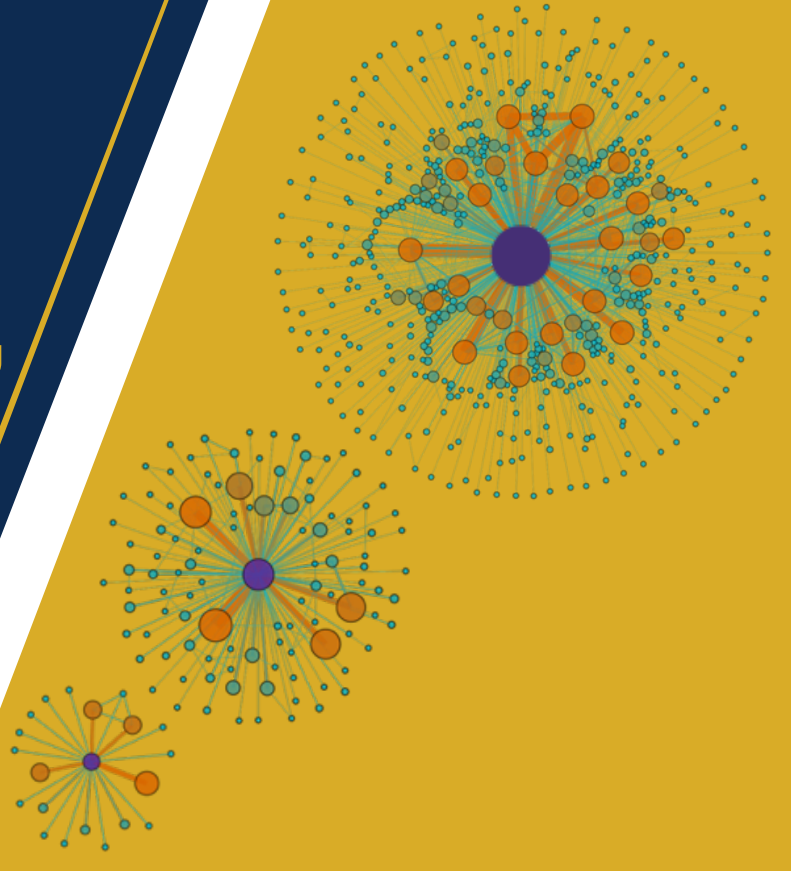


DATA SCIENCE & ANALYTICS, B.A.



SOE
School of
Engineering



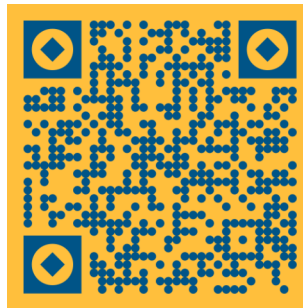
Why apply to DATA SCIENCE & ANALYTICS, B.A.?

The Data Science & Analytics (DSA) major addresses the increasing demand for adept data analysts by combining coursework in applied data science with coursework in economics and cognitive, political and management science — areas where real-world problem solving increasingly relies on data-driven analysis to inform decision-making.

Data are generated everywhere, increasingly enveloping human experience by mediating our interactions with the natural, social and built world. Yet data often require refinement, reformatting and critical analysis before they can become usable information. To make data-informed decisions, such as raising or lowering taxes, hiring or dismissing an employee or investing or divesting in a business sector, for example, people need understand how to appropriately and ethically harness, classify and analyze data, along with methods for extracting actionable insights and effectively communicating results.

The DSA major provides students with courses across the entire data analytics pipeline with series of refinements including identifying and integrating appropriate data; understanding the strengths and weaknesses of data and its sources; extracting valuable insights by way of advanced visualization and inferential methods; and strategically communicating recommendations based upon analysis to maximally inspire persons and groups to take action.

For more info go to: <https://datascience.ucmerced.edu/> 



Apply today at admissions.ucmerced.edu/apply



**NO. 60 AMONG
ALL NATIONAL
UNIVERSITIES**

(US News & World Report Best
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**#15 BEST PUBLIC
COLLEGE IN THE
NATION**

(Wall Street Journal, 2023)

DATA SCIENCE & ANALYTICS, B.A.



WHERE CAN I WORK?

Data/data mining analyst
Data scientist
Statistician
Business intelligence analyst/architect/developer
Market research analyst
Financial quantitative analyst
Sustainability Analyst
Research manager

A TYPICAL FIRST-YEAR STUDENT'S SCHEDULE:

FALL* :

Math 011
DSA 001
DSA 002
SPARK 001

SPRING:

Math 012
ECON 001 or COGS 001
WRI 010
PHIL 002 or PHIL 003

*NOTE: Depending on your placement exam results, you may need to start in Math 005 (Precalculus), and/or Writing 001 (Academic Writing).

62%  of undergraduate classes have fewer than 30 students

Learned Skills

Communication
Teamwork
Computing fundamentals (Python/SQL/Git)
Data visualization
Project management
Business/economic intelligence
Critical thinking
Entrepreneurship and Intrapreneurship
Resourcefulness and Initiative

EMPHASIS TRACKS

No Emphasis
Business Analytics
Policy Analytics
Environmental and Sustainability Analytics
Behavioral Modeling Analytics

FOUR (4) ONLINE PLACEMENT EXAMS:

Take the 4 placement exams: Math, Chemistry, Computer Science & Engineering (CSE), Writing Readiness Review

The placement exams are typically available between mid March and mid May and can be accessed a week or two after submitting the Statement of Intent to Register. Details can be found at ucm.edu/exams

All placement exams are free, one-time only, and available in spring only. There is no disadvantage to taking the placement exams.

If you take a placement exam and later receive AP or IB scores that place you into a more advanced class, you will be able to take the more advanced class.

This is also true if you complete a transferable college course during the summer and submit the official transcript to UC Merced before August 15.

The Bobcat Advising Center (BAC) is the academic advising home for all first-year students.

For more information, visit: bobcat-advising-center.ucmerced.edu

Main phone: (209) 291-9739

General email: bac@ucmerced.edu



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