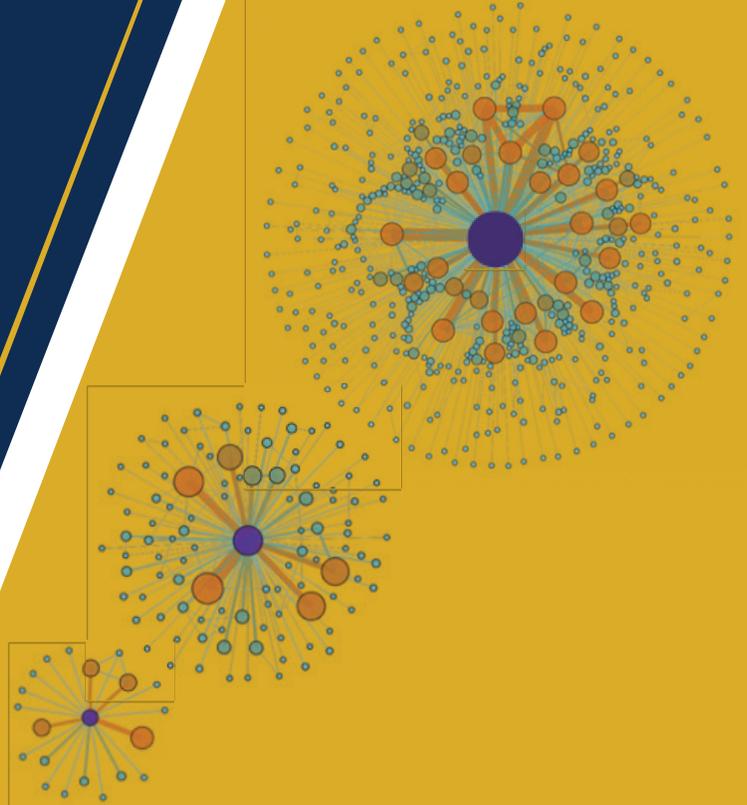


DATA SCIENCE & ANALYTICS, B.A.



SOE
School of
Engineering



WHY APPLY TO DATA SCIENCES & ANALYTICS PROGRAM, 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 action able 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.

Apply today at admissions.ucmerced.edu/apply



**NO. 3 IN THE NATION
FOR ADVANCING
SOCIAL MOBILITY**

(Wall Street Journal, 2025)



**#18 AMONG ALL
US UNIVERSITIES**

(Wall Street Journal, 2024)



For more information

DATA SCIENCE & ANALYTICS, B.A.



WHERE CAN I WORK?

- ▶ Data/Data-mining analyst
- ▶ Social Media/Communications analyst
- ▶ Data scientist / AI Research Analyst
- ▶ Generative AI Specialist
- ▶ Predictive Analytics
- ▶ Business intelligence analyst
- ▶ AI solutions architect/ web developer
- ▶ Market research analyst
- ▶ Financial quantitative analyst
- ▶ Sustainability Analyst
- ▶ Research manager

A TYPICAL FIRST TERM SCHEDULE:

First Year Student – Fall Term:

- ▶ Math Requirement (Math 005 or 011 or 021)
- ▶ DSA 001: Foundations of Data Science & Analytics
- ▶ Econ 001 or Cogs 001 or Poli 001 or MIST 001 or PH 001
- ▶ SPRK 001: SPRK Seminar or SPRK 010

JR Level Transfer Student – Fall Term:

- ▶ DSA 001: Foundations of Data Science & Analytics
- ▶ Phil 002 or Phil 003
- ▶ DSA 002 or CSE 019 or EE 021 or ME 021
- ▶ Econ 010

RESEARCH AREAS

- ▶ 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 mid-March and can be accessed a week or two after submitting the Statement of Intent to Register. Details can be found at placement.ucmerced.edu.
- ▶ All placement exams are free, one-time 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](https://bobcat-advising-center.ucmerced.edu)

All Transfer students within the School of Engineering are advised by engineering advisors: enr-advising.ucmerced.edu



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