

Schedule

The MABA program is designed for working professionals who want to study on a part-time basis. Classes are delivered onsite (UA&P's Ortigas Campus) and live online on weekdays (**6:00pm to 9:00pm**) and/or Saturdays (**9:00am to 12:00pm** and **2:00pm to 5:00pm**).

The tri-term schedules are:

TERM 1: August to October

TERM 2: December to March

TERM 3: April to June

Important Dates

INFORMATION SESSION:

November 21, 2026 & February 27, 2027 | Saturday

APPLICATION DEADLINE:

March 6, 2027
(Saturday)

INTERVIEW DATES:

March 13 & 20, 2027
(Saturdays)

RELEASE OF APPLICATION RESULT:

April 3, 2027 | Saturday

BRIDGING PROGRAM ENROLLMENT:

April 6 - 10, 2027 | Tuesday - Saturday

BRIDGING CLASSES:

April 17 - July 3, 2027 | Saturdays

ANALYTICS BOOT CAMP:

July 10 & 17, 2027 | Saturdays

ENLISTMENT AND ENROLLMENT FOR TERM 1:

July 27 - 30, 2027
(Tuesday - Friday)

CLASS START DATE:

August 4, 2027
(Wednesday)



Contact Us

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UA&P | SCHOOL OF
MANAGEMENT

MASTER IN APPLIED BUSINESS ANALYTICS

*We make data
serve **people.***

ADMISSION CRITERIA

Applicants to the UA&P MBA Program must hold a bachelor's degree from an accredited institution with at least two years of professional experience. Having a quantitative background and occupying a management role are highly advantageous. Experience in a domain and managing projects are key factors to your success in the program.

PROGRAM CURRICULUM

The program is structured into three tracks based on the student's intended capstone focus, with each track comprising 36 total units:

TRACK 1 – Industry Application

Focuses on real organizational data and decision-making support.

TRACK 2 – Methodology Development and Innovation

Involves creating or improving analytical models with open or public datasets.

TRACK 3 – Emerging Knowledge in AI and Analytics Track

Targets new insights for complex or underexplored problems, often using open data with a strong research focus.

YEAR 1		
1ST TERM	2ND TERM	3RD TERM
• Business and Management Theories, Concepts, and Cases (2 units) • Strategic Analytics and AI for Digital Transformation (2 units) • Computing for Analytics (2 units)	• Descriptive Analytics, Visualization, and Storytelling (2 units) • Analytics Algorithms 1 (Predictive Analytics) (2 units) • Statistical Computing (2 units)	• Analytics Algorithms 2 (Predictive Analytics) (2 units) • For TRACK 1 – Programming for Databases (2 units) • For TRACK 2 – Experimental Design in Data Analytics (2 units) • For TRACK 3 – Impact-Driven Analytics (2 units) • Human Perspective in Analytics (2 units)

YEAR 2		
1ST TERM	2ND TERM	3RD TERM
• Analytics & AI Product and Project Management (2 units) • Analytics Algorithms 3 (Prescriptive Analytics) (2 units) • Data Engineering (2 units)	• Data and AI Governance (2 units) • Ethics and Law in Data Analytics (2 units) • Capstone 1 (2 units)	• Elective (2 units) • Capstone 2 (2 units)

Unleash your potential and build your career in analytics!

The Master in Applied Business Analytics (MABA) Program, launched in 2018, is a two-year graduate program for experienced professionals in any industry who want to seize the power of data and analytics in their work to forward their organization. **It is designed for working professionals who are starting a career in analytics or wanting to build their managerial expertise and take their analytics career to the next level.**

MABA is an applied, multi-disciplinary, experience building and collaborative program. **Faculty from the academe and industry work together to combine theory and practice** i.e., integrating business, technology, communication and quantitative disciplines with liberal education. Our partnership with the Analytics & Artificial Intelligence Association of the Philippines (AAP), Amazon Web Services (AWS) Academy, London Stock Exchange Group (LSEG) Data and Analytics, Technistock, DOST-Advanced Science and Technology Institute (ASTI), Eskwelabs, and other sponsor companies help the students to **work on real problems of real clients with actual data for their analytics course projects**. Courses are project-oriented employing inquiry-based approach to learning to build critical thinking and problem-solving skills.

PROGRAM OBJECTIVES

To become more relevant to the clarion call of Industrial Revolution 4.0 and the changing landscape of the digital economy through a graduate program that is responsive to the growing data analytics and emerging technology (including artificial intelligence) needs and concerns of the industry, government and non-government organizations, academe, and other emerging institutions in our society (e.g. humanitarian, response and mitigation teams and networks, quasi-government and commissioned organizations, virtual workplaces, etc).

To provide organizations and communities across industries with much-needed **analytics professionals who are schooled in humanist and ethical perspectives** and honed in data-informed leadership and management to make sense of data and derive insights that will drive business and organizational solutions.

CAREERS

MABA graduates can pursue the following AI and analytics-related professional careers at the top, middle, and supervisory levels of management in various organizations:

- Chief Analytics Manager/Officer
- Chief Data Officer
- Analytics Project Manager
- AI Product Manager
- Data/AI Governance Manager
- Data Engineering Manager
- Data Science Manager
- Data Governance Officer/Manager
- Analytics Translator
- Business Intelligence Officer/Manager
- Business Insights and Innovations Manager

PROGRAM OUTCOMES

Students develop analytics solutions and begin leading data-driven projects using different perspectives. Working on real data, students apply algorithms and other related tools and methodologies to derive insights to solve problems of stakeholders across industries. When they graduate from the program, they will have the capacity to carry-out the following:

1. Leverage data to inform strategic and operational decisions.
2. Utilize data to create analytical models to inform specific functions and business decisions.
3. Leverage data analysis and modeling techniques to solve problems and glean imperatives and recommendations across functional domains.
4. Help the organization implement the digital transformation process through cutting-edge data analytics, artificial intelligence (AI), and other emerging tools and technologies.
5. Oversee analytical operations and communicate insights to executives for planning, policy formulation, and informed decision-making.
6. Identify, define, and prioritize ethical and legal concerns related to data analytics as they pertain to persons, organizations, and society.