The College of Business and Economics provides a leading-edge curriculum and a customizable approach to business education. Our MS in Business Analytics is structured around classes such as Database Management, Data Analytics, Data Warehousing and Business Intelligence, Data Mining, Big Data Technologies and Application, and Optimization Methods for Analytics to help you start or build your career in business analytics.

WHO SHOULD STUDY BUSINESS ANALYTICS?

The MS in Business Analytics is designed for students and professionals with quantitative and computing background who want to have a mastery of business analytics and big data technologies.

WHAT YOU WILL LEARN

Students in the program will develop in-depth knowledge and specialized skills in Python/R, database, data warehousing, data mining, data visualization, text mining and social media analytics, big data technologies (Hadoop, MapReduce, HBase, Pig, Hive, etc.), deep learning, and optimized decision making. The program will also broaden students’ understanding of business analytics through its applications in various functional areas of business.

JOB PROSPECTS

Upon completion of the program, students will be able to seek employment in a wide range of industries in roles such as business analyst, data analyst/consultant and data scientist.

The program has an advisory board to assist MSBA faculty regarding program promotion, internship opportunities, and job placement.

International Students can also benefit from the program being recognized as a STEM Program (Science, Technology, Engineering & Mathematics) - this allows students to take part in up to 36 months of OPT (Optional Practical Training) on completion of their degree.
### CURRICULUM

**Two Prerequisite Courses** *(6 Units):*
- BAN 601 - Technology Fundamentals for Analytics *(3)*
- BAN 602 - Quantitative Fundamentals for Analytics *(3)*

*Not counted toward the MSBA program units; may be waived.

**Required Courses** *(18 Units):*
- BAN 610 Database Management and Applications
- BAN 612 Data Analytics and Visualization
- BAN 620 Data Mining
- BAN 622 Data Warehousing and Business Intelligence
- BAN 630 Optimization Methods for Analytics
- BAN 632 Big Data Technology and Applications

**Elective Courses** *(9 Units):*

Select three courses from the following:
- BAN 660 Advanced Topics in Big Data
- BAN 670 Advanced Topics in Analytics
- BAN 671 Data Analytics with R
- BAN 672 Data Analytics with SAS
- BAN 673 Time Series Analytics
- BAN 674 Machine Learning for Business Analytics
- BAN 675 Text Mining and Social Media Analytics
- BAN 676 Deep Learning for Business Applications
- MKTG 612 Marketing Analytics
- MGMT 616 People Analytics
- MGMT 654 Enterprise Planning and Control
- MGMT 658 Project Management
- MGMT 662 Operations Analytics

**Capstone Experience** *(3 units):*
- BAN 693 Business Analytics Capstone Project

### CONTACT INFORMATION

**GRADUATE PROGRAMS OFFICE**
College of Business and Economics
Valley Business & Technology Center, Room 132
510.885.2419

cbe_grad@csueastbay.edu
www.csueastbay.edu/msba

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- Oracle
- Robert Half
- UC San Francisco
- Zoom Video Communications

### CONTACT US

Dr. Chongqi Wu
Program Co-Director
chongqi.wu@csueastbay.edu

Dr. Jiming Wu
Program Co-Director
jiming.wu@csueastbay.edu