

BACHELOR OF SCIENCE IN BUSINESS ANALYTICS

- Hybrid 2-yr program for students with an AS-T in science majors
- Blended with 9-month MBA program



**CAL STATE
EAST BAY**
COLLEGE OF BUSINESS & ECONOMICS

Build Computational Skills with Business Insights

This hybrid (online and in-person) STEM degree completion program explores emerging technologies and business practices in next-generation analytics, such as AI, ML, data pipeline, IT systems, blockchain, business intelligence, and digital strategy. This program blends computer science skills with business applications to help students build core competencies and learn how to interpret analytical findings, uncover business insights, and advance their careers.

Program Highlights

This hybrid 4-semester program is specially designed for students with an AS-T in computer science or other science majors. The innovative curriculum consists of rigorous courses that will help build your capabilities in technical, analytical, and operational areas to prepare your career with modern computer analytics and management skills. Please visit csueastbay.edu/bsban for more information.

The Business Analytics major requires a total of 60 upper-division units in three sets of courses: upper-division core courses, courses to fulfill concentration requirements, and a course in GE UD-C. This program is blended with an accelerated MBA pathway to receive an AACSB-accredited MBA Degree by taking 30 additional units of MBA core courses.

Information System & Supply Chain Analytics Concentration (18 Units)

The following two (2) courses are required:

- ITM 336 - Info Systems Development and Management
- MGMT 364 - Global Supply Chain Management

Select four (4) courses from the list below:

- ITM 338 Cloud Computing and E-Commerce
- MGMT 365 Enterprise Resource Planning and Control
- ITM 445 Blockchain and Smart Contract
- ITM 446 Information Security
- MGMT 450 Project Management
- MGMT 455 AI-enabled Supply Chain and Logistics Analytics
- MGMT 460 Healthcare Analytics
- CS 461 Artificial Intelligence
- MGMT 465 Supply Chain Forecasting with Machine Learning

Upper Division Core Courses (33 Units)

The following core courses are required:

- BAN 310 Data Analysis with Python I
- BAN 315 Data Analysis with Python II
- BAN 320 Optimization and Simulation for Business Applications (GE UD-B)
- CS 301 Data Structures and Algorithms
- BAN 331 Database Management and SQL
- BAN 340 Machine Learning for Business Applications
- BAN 350 Data Wrangling and Data Pipeline
- BAN 441 Business Data Visualization and Reporting
- BAN 449 Big Data Technology and Business Applications
- BAN 499 Capstone Project

Concentration Courses (18 Units)

See below for concentration courses in Information System & Supply Chain Analytics and Marketing Analytics

Upper Division Elective Courses (9 Units)

The following three (3) elective courses are required:

- Select one (1) GE UD-C course
- Select two (2) Upper Division computer science, statistics, or business courses

(Students complete CS 301 and 2 elective Upper Division computer science courses will receive Computer Science Minor)

Marketing Analytics Concentration (18 Units)

The following three (3) courses are required:

- MKTG 300 Marketing Principles
- MKTG 310 Marketing Research
- MKTG 312 Marketing Analytics

Select three (3) courses from the list below:

- MKTG 420 Product, Service, and Brand Management
- MKTG 427 Digital Marketing and Social Media
- MKTG 432 Marketing for New Ventures
- MKTG 434 Social and Digital Media Analytics
- MKTG 435 Consumer Analytics
- MKTG 436 Marketing Data Visualization
- MKTG 437 Mobile Marketing and AI

**VISIT [CSUEASTBAY.EDU/BSBAN](https://csueastbay.edu/bsban)
FOR MORE INFORMATION**

Blended with Accelerated MBA Program

Qualified students may complete 30 units MBA core courses, full-time (in 9 months) or part-time (while working), to receive MBA Degree in Analytics for Manager Concentration.

MBA Core Courses (30 Units)

The following 30 units of core courses are required:

- ACCT 604 Financial Accounting
- ECON 606 Managerial Economics
- FIN 605 Corporate Financial Management
- MGMT/MKTG 601 - Leading People and Organizations; Managerial Communication
- MGMT 602 Business Analytics for Managers
- MGMT 603 Managing Complex Issues in Global Context
- MGMT 608 Operations and Supply Chain Management
- MGMT 609 Negotiation and Conflict Resolution
- MKTG 607 Marketing Management
- MGMT 693 Strategic Management Capstone (Project)

CAREERS WITH A BUSINESS ANALYTICS DEGREE

INFO SYSTEM & SUPPLY CHAIN ANALYTICS

- Business Analyst and Data Analyst
- Data Scientist
- Business Intelligent Specialist
- Data Engineer
- Database Administrator and Architect
- Computer and Information Systems Manager
- Chief Technology Officer

MARKETING ANALYTICS

- Market Research Analyst
- Marketing Analytics Specialist
- Web Analytics Specialist
- Market Researcher
- Digital Marketing Manager
- Product Analyst
- Marketing Intelligent Specialist

BUSINESS ANALYTICS STUDENT PLACEMENT

- Adobe • Amazon • Apple • BOA • Cisco • Discord • Electronic Arts
- Facebook • Genentech • Google • IBM • Intel • JP Morgan • Kaiser • LMT
- Microsoft • MongoDB • Oracle • PG&E • Robert Half • SAP • Tesla • Twilio
- Twitter • Uber • Unilever • Visa • Wells Fargo • Workday • Zoom

Through our innovative digital learning environment, that includes interactive hybrid classes, state-of-art curriculum, and social connections with peers and faculty, this online business analytics program brings self-motivated students like you to a profound of professional network in the center of Silicon Valley.

SALARY POTENTIAL

Source: U.S. Bureau of Labor Statistics. Published: 2022. Job outlook shown reflects % change from 2022 to 2032. Wages for equivalent positions in California substantially exceed the national median annual wages outlined below.

<u>Jobs</u>	<u>National Median</u>	<u>California Median</u>	<u>Job Growth</u>
Market Research Analyst	\$63,920	\$76,704	19%
Financial Analyst	\$96,220	\$115,464	8%
Operations Analyst	\$85,720	\$102,864	23%
Management Analyst	\$95,290	\$114,348	10%
Information Security Analyst	\$102,600	\$123,120	35%
Database Administrator and Architect	\$112,120	\$134,544	8%
Computer and Information Systems Manager	\$164,070	\$196,884	15%
Data Scientist	\$103,500	\$124,200	35%

CONTACT US

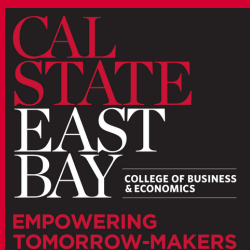
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APPLY TODAY!
CALSTATE.EDU/APPLY

APPLICATION PERIOD

Fall 2024- 10/1/23 through 2/15/24



Cal State East Bay's College of Business & Economics is fully accredited by the Association to Advance Collegiate Schools of Business (AACSB International).
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