California State University, East Bay, named by the Princeton Review a Best in the West College and a Best Business School, is a distinguished institution celebrated for its academic excellence, personal learning environment, acclaimed faculty, and cultural diversity. The MS in Business Analytics (MSBA) is designed for students and business professionals with a background in computer science, statistics and mathematics who want to have a mastery understanding of business analytics, such as business intelligence and big data analytics. The Pre-Business Analytics Program offers both GMAT preparation and required pre-requisite courses needed to apply for admission to the MSBA program.

**THE SAN FRANCISCO BAY AREA**
Cal State East Bay is in the heart of the cultural, technological, and educational center of California. The Bay Area offers all the amenities of a major metropolitan setting and an inspiring platform for career development. The campus is just 30 to 40 minutes away from San Francisco, Oakland, San Jose, and Silicon Valley. MSBA graduates are perfectly placed to do practical training throughout the Bay Area.

**ADMISSION REQUIREMENTS FOR MSBA**
After completion of the Pre-Business Analytics program, students have usually satisfied all of the international student requirements to enter the Cal State East Bay MSBA program, namely:
- Demonstrated mastery of college algebra, statistics and object-oriented programming with a grade of “C” or better in relevant coursework within 7 years of starting in the program.
- Acceptable percentile rankings in verbal and quantitative section of GMAT or GRE.
- IELTS 6.5 or TOEFL 80

Note: Admission into the Pre-Business Analytics program does not guarantee admission to the MSBA Program at Cal State East Bay.

**ACADEMIC CALENDAR**

<table>
<thead>
<tr>
<th>Session</th>
<th>Start Date</th>
<th>End Date</th>
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<tbody>
<tr>
<td>Fall</td>
<td>mid-August</td>
<td>mid-December</td>
</tr>
<tr>
<td>Spring</td>
<td>mid-January</td>
<td>mid-May</td>
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* Two 8-week sessions are offered per semester. Dates are subject to change. See website below for exact dates and application deadlines.

**STUDENT TESTIMONIAL**

The MS Business Analytics Program at CSUEB is really a good choice for those who want to start their career in the field of business analytics and get involved in the world’s trend of big data and machine learning. Because of the program’s perfect combination of well-organized course structure and abundant contents, not to mention the dedicated professors and instructors, any self-motivated student can easily become either a data analyst or a data engineer, I am currently interning in a start-up cellphone gaming company Cloudcade as a business intelligence analyst in San Francisco, which gives me the chance to apply my analytic skills to practical problem and get to know the industry trends. I’m glad I chose the MSBA Program at CSUEB.

Jian Du, China

https://www.csueastbay.edu/globalacademy/programs/pre-business-analytics.html
PROGRAM COMPLETION REQUIREMENTS
Students are admitted to the Pre-Business Analytics program when preparing for admission to the AACSB-accredited Master’s in Business Analytics at Cal State East Bay.

A typical program consists of:
• Prerequisite Business Analytics Courses
• Graduate Writing or Research Skills
• GMAT Preparation Workshops, if needed
• IELTS Preparation Workshops, if needed
• Business Culture of Silicon Valley - or - Skills for Professional Success

GMAT Preparation - 1-3 Courses (as needed)
Each course focuses on principles and concepts on either the verbal or quantitative section while providing testing tips to help students perform successfully on the exam.

IELTS Preparation (as needed)
An intensive overview of advanced vocabulary, reading, grammar, listening, and essay writing. Focus is placed on improving IELTS test scores for admission to an MSBA program at Cal State East Bay or other institutions.

BUSINESS ANALYTICS PRE-REQUISITE COURSES

Technology Fundamentals for Analytics (Units: 3)
Technologies for developing analytics applications. Topics include: fundamentals of business programming, sequential file processing, detail and summary reporting, and data validation.

Quantitative Fundamentals for Analytics (Units: 3)
Fundamental quantitative methods with software. Topics include: programming for data analysis, computational linear algebra, and quantitative methods.

Strongly Recommended Preparation: College Algebra, Statistics and Object-Oriented Programming.

PROGRAM OUTCOMES
• Admission to MSBA after completing Cal State Apply application and meeting TOEFL/IELTS and GMAT/GRE requirements.

PROGRAM BENEFITS
• Strengthen business communication skills
• Develop necessary study skills for success in graduate business school
• Basic orientation to U.S. business practices
• Intensive GMAT test-taking preparation

HOUSING
Students can live at the Cal State East Bay on-campus residence facilities in apartments or suites. Pioneer Heights is just a short walk from classes and provides spacious, fully-furnished apartments that feature a kitchenette with refrigerator and microwave. It is a true living-learning community designed to help you thrive academically, personally, and socially. Study, laundry, and recreation rooms are available. High-speed Internet access is provided and cable service is available. Free shuttle buses run from the Recreation and Wellness Center, just across the street from the student housing, to nearby BART train stations which offer access to the entire Bay Area.

APPLICATION CHECKLIST
Submit online Pre-Business Analytics application and required attachments:
• Official academic records verifying completion of four-year bachelor’s degree
• Official TOEFL, IELTS, or Duolingo score
• Verification of financial declarations (bank statements, letter or seal)
• Copy of passport name page
• Non-refundable $150 application fee (may be paid by credit card online)

APPLY NOW!
• Complete Pre-Business Analytics application at: https://www.csueastbay.edu/globalacademy/future-students/apply-now.html
• Before enrolling in the graduate program, students must also complete the MSBA application and pay $70 fee online at: https://calstate.edu/apply

TUITION AND FEES (PER SEMESTER)
All costs are subject to change
Tuition (includes 2 graduate courses): $7,188
Registration Fee: $300
Student Health Services Fee: $198
Living Expenses: $10,688
Health Insurance: $1,059
Total Estimated Cost: $19,433

*Estimated living expenses include housing, food, books & materials.

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