

MASTER OF SCIENCE IN BUSINESS ANALYTICS



CAL STATE
EAST BAY

COLLEGE OF BUSINESS & ECONOMICS

The Master of Science in Business Analytics (MSBA) program provides a cutting-edge curriculum, offering courses such as Big Data Technologies, Text Mining, Machine Learning, and Deep Learning. Recent graduate placement includes top-tier companies such as Apple, Facebook, Google, and Uber.



This degree program offers an in-depth study of advanced information technology used in business analytics. It also provides a comprehensive presentation of quantitative methods and software for business analytics and develops knowledge and skills in applying analytics to solve business problems.

AT THE END OF YOUR MSBA JOURNEY AT CAL STATE EAST BAY, YOU WILL BE ABLE TO:

1. Demonstrate advanced knowledge and skills in using business analytics technology and applications.
2. Build expertise in quantitative methods and tools for business analytics.
3. Develop data analytics skills in making effective business decisions.
4. Develop effective written communication skills in conveying project ideas, activities, and findings.

CAREER OPPORTUNITIES

The MSBA program prepares graduates with strong knowledge and skills in analytics and data science. Graduates will be able to seek employment in a wide range of industries such as business analysis, data analysis, data consulting, or data science. The MSBA is a STEM-designated program, which makes international students eligible for up to 36 months of OPT on completion of the degree.

Companies that have hired our MSBA graduates include:

- Accenture
- Apple
- Anheuser-Busch
- Cisco
- Esurance
- Facebook
- Genentech
- Google
- IBM
- JPMorgan
- Kaiser Permanente
- Lockheed Martin
- MongoDB
- Oracle
- Robert Half
- Salesforce
- SAP
- Uber
- Unilever
- Visa
- Wells Fargo
- Workday
- Zoom



ACCREDITATION

The MSBA program at Cal State East Bay's College of Business & Economics is fully accredited by the International Association to Advance Collegiate Schools of Business.

WHY CAL STATE EAST BAY?

- Get a reputable, high-quality business education.
- Strong alumni connections with graduates from the Bay Area and across the world.
- AACSB accreditation since 1973.
- Selected by the Princeton Review as one of the country's 300 "Best Business Schools" in 2019 for the 13th consecutive year.
- A hands-on program that builds confidence in leadership, communication, and managerial problem-solving.
- Flexibility and self-paced schedule: graduate as early as 18 months.
- Dedicated full-time faculty engaged in active research.
- Diverse and dynamic classes engaged in experiential learning.

APPLY TODAY!
calstate.edu/apply

CONTACT US

Graduate Student Success and
Service Center

VBT 133

(510) 885-2419

cbe_grad@csueastbay.edu

csueastbay.edu/msba



CURRICULUM

Two Prerequisite Courses* (6 Units)

- BAN 601 - Technology Fundamentals for Analytics (3 Units)
- BAN 602 - Quantitative Fundamentals for Analytics (3 Units)

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

Six Required Core Courses (18 Units)

- BAN 610 - Database Management and Applications (3 Units)
- BAN 612 - Data Analytics (3 Units)
- BAN 620 - Data Mining (3 Units)
- BAN 622 - Data Warehousing and Business Intelligence (3 Units)
- BAN 630 - Optimization Methods for Analytics (3 Units)
- BAN 632 - Big Data Technology and Applications (3 Units)

Electives (9 Units: Select three from the below)

- BAN 660 - Advanced Topics in Big Data (3 Units)
- BAN 670 - Advanced Topics in Analytics (3 Units)
- BAN 671 - Data Analytics with R (3 Units)
- BAN 672 - Data Analytics with SAS (3 Units)
- BAN 673 - Time Series Analytics (3 Units)
- BAN 674 - Machine Learning for Business Analytics (3 Units)
- BAN 675 - Text Mining and Social Media Analytics (3 Units)
- BAN 676 - Deep Learning for Business Applications (3 Units)
- MKTG 612 - Marketing Analytics (3 Units)
- MGMT 616 - People Analytics (3 Units)
- MGMT 654 - Enterprise Planning and Control (3 Units)
- MGMT 658 - Project Management (3 Units)
- MGMT 662 - Operations Analytics (3 Units)

Capstone Experience (3 Units)

- BAN 693 - Business Analytics Capstone Project (3 Units)

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ADMISSION REQUIREMENTS

Baccalaureate degree with strong quantitative and computer programming background from an accredited college or university.

- Demonstrated mastery of college algebra, statistics, and object-oriented programming with a grade of "C" or better in relevant coursework within 7 years.
- Undergraduate degree with at least 2.5 GPA.
- Acceptable percentile rankings in verbal and quantitative section of GRE or GMAT.
- Candidates with 3 or more years of full-time work experience relevant to analytics may be considered for GMAT/GRE waiver.
- International Student Requirement: TOEFL or IELTS.

PROGRAM HIGHLIGHTS

1. Cutting-edge curriculum: The program offers courses covering a wide range of topics in the broad field of data analytics and data science, including Database, Data Mining, Data Warehousing and Business Intelligence, Optimization, Machine Learning, Deep Learning, Text Mining and Social Media Analytics, Time Series, and Data Analytics with Python/SAS/R.
2. Flexible schedule: Almost all classes are on weekday evenings. Hybrid class offering allows students to complete two courses by visiting the campus only once a week. A student can graduate as early as 12 months.
3. Affordability: Offering a high-quality education in analytics, our program is also one of the least expensive graduate programs in analytics.
4. Strong alumni network: With more and more of our graduates working at top-tier companies and organizations, particularly in the Bay Area, the students can build a strong professional network.

PROGRAM CO-DIRECTORS

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