

MS IN BUSINESS ANALYTICS

The Master of Science in Business Analytics prepares students to connect data and models to substantive business problems so effective business decisions can be made. The program focuses on using quantitative approaches to help improve decision making and performance in business. To better understand business situations, students focus on collecting and analyzing data, drawing on computer technology, statistics, applied mathematics, and machine learning techniques. The program covers database concepts, data visualization tools and techniques, statistical modeling, data mining, optimization, simulation, and their applications in business disciplines such as accounting, finance, human resources, insurance, management, and marketing. Students can choose to complete this degree fully online, in-person, or in a hybrid format.

Admission Requirements

Four-year bachelor's degree or equivalent with a minimum GPA of 2.5

- Statement of Purpose
- Résumé
- Two letters of recommendation
- Minimum 6 units of quantitative courses, with a grade of a minimum of "C" or higher in these quantitative courses from those applicants with less than 3 years of analytics related work experience.
- Foreign language test is required of all applicants who have earned their undergraduate degree from a country where the official language is not English. One of the following tests taken within the past two years are accepted: Official English Proficiency Score Report (Institution Code: 4671), TOEFL - Minimum of 80 iBT, IELTS - Minimum of 7.0 Band Score, PTE Academic Score - 65.

Deadlines

Please see the COB Web site for current admission deadlines: <https://www.csus.edu/college/business-administration/graduate/ms-business-analytics.html>

Application Procedures

All prospective graduate students must file the following documents with both the CBA Graduate Business Advising Center (GBAC) and the Sacramento State Office of Graduate Studies (River Front Center, 215) as noted below:

1. To the College of Business Administration Graduate Business Advising Center, submit the following:

1. **One (1)** set of official transcripts¹
2. Recommendation Form Waiver
3. **Two (2)** Recommendation Forms
4. Current Resume.

Mail all of the above documents to the following address:

Graduate Business Advising Center (GBAC)
Tahoe Hall, 1037
College of Business Administration
CSU, Sacramento
6000 J Street

Sacramento, CA 95819-6088
Phone: (916) 278-6772
FAX: (916) 278-4233
Email: cba-gbac@saclink.csus.edu

2. To the Sacramento State Office of Graduate Studies, submit the following:

1. Online CSU Graduate Application: (<https://www2.calstate.edu/apply/graduate> (<https://www2.calstate.edu/apply/graduate/>))
2. \$70 Application Fee (paid on-line when you file your application).
3. Mail one (1) Set of Official Transcripts to the following address:

Office of Graduate Studies
River Front Center, Room 215, MS 6112
CSU, Sacramento
6000 J Street
Sacramento, CA 95819
Phone: (916) 278-6470
Website: www.csus.edu/graduate-studies (<http://www.csus.edu/graduate-studies/>) (Visit How to Apply section for more information)

Please Note: Applications are not considered complete and will not be reviewed unless you complete all the steps as directed. You must submit official transcripts from ALL colleges and universities previously attended. Submission of official transcripts and test scores must be received no later than the application deadline.

International Students

All materials, inclusive of TOEFL scores, must be turned into the Office of Graduate Studies. To ensure consideration, international students should submit their material to the International Admissions Office one month prior to the above CBA application deadlines.

TOEFL

The University requires a minimum TOEFL score of 550 (paper based), 80 (internet based), or 213 (computer based).

To understand the guidelines for your country please go to <http://www.csus.edu/gradstudies/futurestudents/applicantswithforeigndocuments/index.html> (<http://www.csus.edu/gradstudies/futurestudents/applicantswithforeigndocuments/>). Click on your country for detailed information.

California State University, Sacramento interprets "where English was the principal language of instruction" to mean that a school is located in a country where English is the native language (the daily medium of communication of the majority of the residents is English), and that the student received academic instruction in all subjects (except foreign language courses) at all levels of education in English.

Minimum Units and Grade Requirements for the Degree

Total units required for MS/MSBA: 30 (excluding foundation courses)
Minimum Cumulative GPA: 3.0. The minimum acceptable grade for any graduate business course is "C." No more than two (2) courses with a grade of "C" will be counted for satisfaction of graduate program requirements.

Advancement to Candidacy


A student's program requirements are governed by the catalog in effect at the time one is accepted into and begins graduate school or by the catalog in effect at the time advancement to candidacy is approved.

Prior to enrolling in Culminating Requirements, a student must advance to candidacy. Initiation of advancement procedures is the responsibility of the student. The application to advance must be filed no later than the semester prior to enrollment in culminating experience requirement.

Eligibility to advance to candidacy requires satisfactory scholastic achievement, presentation of a plan of graduate study, and demonstration of writing proficiency. A classified graduate student in Business Administration may apply to the Graduate Business Advising Center (GBAC) for advancement to candidacy for the Master's degree after s/he has completed at least 12 units of the program requirements beyond the Foundation requirements. Students with a GPA deficiency or who have not fulfilled the Graduate Writing Intensive (GWI) course in the discipline cannot advance to candidacy.

Program Requirements

The program consists of ten 3-unit courses. These courses are carefully chosen based on curriculum requirements for an excellent business analytics program, market demand, and available faculty expertise.

Code	Title	Units
Required Courses (24 Units)		
MSBA 201	Programming for Business Analytics	3
MSBA 202	Data Management for Business Analytics	3
MSBA 203	Data Visualization and Communication for Business Analytics 	3
MSBA 204	Decision Analytics	3
MSBA 205	Data Analytics for Business	3
MSBA 206	Data Mining for Business	3
MSBA 207	Machine Learning for Business	3
MSBA 208	Capstone Project in Business Analytics	3
Electives (6 Units)		
Select two of the following:		6
MSBA 211	Marketing Analytics	
MSBA 212	Social Media Analytics	
MSBA 213	Financial Analytics	
MSBA 214	Big Data Technologies for Business	
Total Units		30

CLASS SCHEDULE

Semester 1 (Fall) MSBA 201, 202

Semester 2 (Spring) MSBA 203, 205

Semester 3 (Summer) MSBA 204, 206

Semester 4 (Fall) MSBA 207, Elective

Semester 5 (Spring) Elective, MSBA 208