BUSINESS ANALYTICS (MS)

Offered at: San Luis Obispo Campus

https://gradbusiness.calpoly.edu/ms-business-analytics/

Our 10-month, in-person MS in Business Analytics combines artificial intelligence, machine learning and business, developing data-savvy leaders through hands-on industry projects, advanced modeling, and technical training in stats, machine learning, and cloud computing—preparing graduates to lead in the fast-growing data analytics field.

Requirements for Admission

Students apply via Cal State Apply (https://www.calstate.edu/apply/) and must submit a transcript, resume, statement of purpose, and two letters of recommendation.

International Students must meet all the standard eligibility criteria and demonstrate proficiency in English (English Proficiency Exam Requirements)

Prerequisites: Applicants must have completed at least one college-level course in calculus and two college-level courses in statistics to be eligible to apply. Note that the statistics course requirements can be fulfilled by courses in statistics, probability, or econometrics. Sometimes a course with "analytics" in the title can fulfill the statistics requirement if the course focuses on statistics.

Minimum GPA: 2.5. The program is competitive and most successful applicants will have a GPA above 3.0.

Application due date: Fall enrollment only. Please see Graduate Student Dates and Deadlines (https://www.calpoly.edu/admissions/graduate-student/dates-and-deadlines/) for application deadlines.

Advancement to Candidacy

Completion of at least six units of graduate coursework completed in MS Business Analytics program with a cumulative GPA of 2.5 or higher.

Culminating Experience

Collaborative business project with a client organization that allows graduate level students the opportunity to apply knowledge, skills and competencies to address a business problem.

Program Learning Objectives

1. Employ key aspects of data management - retrieval, integration, and enrichment.
2. Apply high ethical standards toward the collection, storage, analysis, and reporting of data.
3. Apply modeling tools to data of various types and sizes.
4. Visualize data to infer and communicate insights.
5. Use data to analyze, inform and solve fundamental business problems.

Code	Title	Units
REQUIRED COURSES		
ECON 5029	Econometrics and Data Analysis	3
GSB 5518	Essential Statistics for Business Analytics	3
GSB 5520	Data Management for Business Analytics	3
GSB 5530	Data Analytics and Mining for Business	3
GSB 5544	Computing and Machine Learning for Business Analytics	3
GSB 5598	Project [1]	3
Approved Electives		
Select from the following:		15
GSB 5501	Individual Research [2]	
GSB 5510	Data Visualization and Communication in Business	
GSB 5516	Strategic Marketing Analytics	
GSB 5517	Strategic People Analytics	
GSB 5521	Cloud Services and Applications for Business Analytics	
GSB 5536	Data Ethics for Business Analytics	
GSB 5545	Advanced Machine Learning for Business Analytics	
GSB 5547	Financial Analytics	
GSB 5551	Prescriptive Analytics	

GSB 5570	Special Advanced Topics [2]	
GSB 5575	Career Development for Business Analytics I	
GSB 5576	Career Development for Business Analytics II	
GSB 5577	Career Development for Business Analytics III	
GSB 5591	Developing Consumer Insights with Textual Data	
Total Units		**33**

1 GSB 5598 satisfies the culminating experience requirement for the degree. To meet the requirement of this course, the program advisor may require GSB 5598 to be completed in a particular section and term.

2 Not all topics will be taught online, depending on the proposal review process; requires advisor approval prior to enrolling.