# Master of Science in Business Analytics

- Two years, part-time, 30-unit hands-on, in-person program in the evenings
- Designed to equip you with the graduate-level knowledge and skills for data-driven decision-making by placing a strong emphasis on descriptive, predictive,
and prescriptive analytics in a balanced manner, along with necessary tools and applications
- Developed for individuals who want to pursue and advance business analytics career opportunities

**CSUN® NAZARIAN**
COLLEGE OF BUSINESS & ECONOMICS

**AACSB ACCREDITED**

*Department of Systems and Operations Management*
*David Nazarian College of Business and Economics*

California State University, Northridge
Northridge, CA 91330-8378

# OVERVIEW

The latest advances in information technology, including mobile devices, social media, artificial intelligence, and the Internet of Things (IoT), have generated vast amounts of data. Additionally, more powerful computers and better optimization models have facilitated the transformation of the data into information and the knowledge for analyzing business problems and making informed decisions. All these changes have created an enormous demand for professionals with business analytics skills in the global marketplace.

The Master of Science in Business Analytics prepares students for a successful career in a very fast-growing field of business analytics. Students complete a rigorous program emphasizing the development of substantive business analytics and its practical application, as well as critical thinking and communication skills. Students will be equipped with graduate-level knowledge and skills for data-driven decision-making.

# CAREERS IN BUSINESS ANALYTICS

Nowadays, employers are experiencing a shortage of job candidates with skills in business analytics, and the increase in potential employment opportunities in this field will continue to rise. According to recent reports:

- There are around half a million unique job postings in the United States that have mentioned "business analytics" or "data analytics" as a required skill set.
- Of these, around 70% require a Bachelor's degree and 30% require a Master's degree.
- The advertised job salary ranges from $75,000 to $105,000, depending on the required skill set, degree, and job title.

- Positions requiring a Master's degree pay $6000 more than those asking for a Bachelor's degree.
- The job titles include Data Scientists, Data Analysts, Analytics Managers, Business Analysts, Data Analytics Managers, Analysts/Managers, Data Engineers, Software Engineers, Business Intelligence Analysts.

# FACULTY

The Systems and Operations Management Department faculty are committed to excellence in teaching and research. Our faculty members have advanced degrees in business analytics, operations management, supply chain management, management science or closely related areas. They have published in various fields, including business analytics, operations, transportation, supply chain management, and operations research. Additionally, the faculty has extensive business experience that they incorporate into their classrooms.

# PROGRAM REQUIREMENTS

## Required Courses (18 units)

**BANA 607**
Introduction to Business Analytics (3)

**BANA 610**
Visualization and Communication for Business (3)

**BANA 614**
Database Management for Business (3)

**BANA 620**
Data Mining and Predictive Analytics for Business (3)

**BANA 622**
Programming for Business Analytics (3)

**BANA 630**
Prescriptive Analytics for Business (3)

## Total Units Required for the M.S. Degree: 30

## Electives (9 units)

**BANA 640**
Supply Chain Analytics (3)

**BANA 650**
Health Care Analytics (3)

**BANA 690**
A-Z Selected Topics for Business Analytics (3)

**GBUS 690**
A-Z Selected Topics for Graduate Business Insights (3)

**MKT 656**
Marketing Analytics (3)

## Culminating Graduate Project (3 units)

**BANA 698**
Culminating Graduate Project (3)

# ADMISSION REQUIREMENTS

## ACADEMIC PERFORMANCE

- A bachelor's or master's degree from an accredited college or university
- Be in good standing with last college or university attended
  - Overall GPA of 2.75 or higher
  - Or GPA of 2.75 or higher in the last 60 semester or 90 quarter units
- Completion of a statistics course or Business Analytics Foundation (SOM 591) at CSUN with a "C" or higher; or program director's consent based on work experience in business analytics

- Official GMAT/GRE Score Report (taken within the past 5 years)

Applicants to the MS Business Analytics Program in the David Nazarian College of Business and Economics at CSUN are generally required to supply GMAT or GRE scores (taken within the past five years) as part of their application package. Under certain circumstances, applicants may petition to waive the GMAT or GRE requirement. Please refer to the GMAT/GRE waiver form.

## TOEFL REQUIREMENT

- If a graduate applicant has earned a bachelor's or master's degree from a college or university in the US, the TOEFL or other English language proficiency exam is not required.
- If a graduate applicant has earned a bachelor's or master's degree from a college or university outside the US where English is the principal language of instruction, the TOEFL or other English language proficiency exam is not required.
- Students who do not satisfy the requirements mentioned in the previous two bullet points require the TOEFL or other English language proficiency exam.

## RESUME

Provide a current resume. Minimum work experience is not required but strengthens the application for competitive review in the admission process.

Statement of Purpose detailing your background, career path, professional interests, and how you plan to use your MS BANA degree.

Satisfaction with the minimum admission requirements is not a guarantee; admission is competitive. A holistic review of the applicant's application will be considered in the admission decision.

## SCHOLARSHIP OPPORTUNITIES

The University Scholarship Office can answer your scholarship questions by phone at (818) 677-4907 Monday – Friday from 10:00 a.m. – 3:00 p.m. Please be sure to visit myMatador Scholarships at **csun.edu/scholarships** for up-to-date scholarship opportunities!

## FINANCIAL AID

If admitted to this program, you may be eligible for Financial Aid. For more information, please visit: **http://www.csun.edu/finaid**

## AVAILABLE OPPORTUNITIES

**Graduate Assistants (GA) Positions**
You can apply for paid GA positions across campus if admitted to this program.

**For more information, please contact:**
Amir Gharehgozli, Ph.D.
Director of MS in Business Analytics
(818) 677-2470
MSBANA@csun.edu

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