



MS Business Analytics

Singelyn Graduate School of Business

Prepare you for a tech-driven future




M.S. **Business Analytics** - Fall 2024 Admission

CalPolyPomona

College of Business Administration
Singelyn Graduate School of Business

Presenters

- Dr. Yuanjie He (he@cpp.edu), faculty and department chair, Technology and Operations Management Department, co-director MS Business Analytics
- Dr. Alis Zakarian (azakarian@cpp.edu), associate director of programs, College of Professional and Global Education
- Note: this presentation will be available on our website.



California State Polytechnic University, Pomona and College of Business Administration

- 30 miles east of Los Angeles
- CPP – one of 23 campuses in California State University system
 - www.cpp.edu
- College of Business Administration graduate programs
 - One of the 9 colleges in CPP
 - <https://www.cpp.edu/cba/about/index.shtml>
 - CBA graduate programs - **Singelyn Graduate School of Business**
 - <https://www.cpp.edu/cba/graduate-business-programs/index.shtml>
 - MS Business Analytics
 - <https://www.cpp.edu/cpge/degree-programs/business-analytics/index.shtml>

For program news and update, [linkedin.com/in/cppmsba](https://www.linkedin.com/in/cppmsba)

MSBA Program Info

- Curriculum on combining **business** with **analytics**
- Launched in 2020 fall, fastest growing areas, 2nd largest graduate program in CPP now
- 34 units fall/spring/summer cohort-based program Self-support program, ~\$28k tuition cost (same for domestic and international students)
- Weekday evenings and weekend classes, hybrid courses
- 12-month or 24-month roadmaps - cohort starts in fall semester
- STEM program
- Format - in-person program with some hybrid instruction, combination of weekend sessions and weekday evening sessions
- Industry connections and Business Advisory Board

MSBA Program Highlights

- CBA - AACSB accredited program
 - Offered by CPP College of Business Administration, administered by CPP College of Professional and Global Education
 - Degree programs from Cal Poly Pomona
- STEM program (36-month OPT)
 - CPT also available for international students
- Flexible roadmaps - one year or two-year length for full-time and part-time students
 - <https://www.cpp.edu/cpge/degree-programs/business-analytics/curriculum.shtml>
- Competitive program costs
- Project experiences throughout the program (<http://www.cppmsba.org/projects>)
- Networking and speaker series (<http://www.cppmsba.org/events>)
- Learn powerful toolboxes (Python, R, Tableau, Power BI, AWS etc.)
- Focus on business storytelling competences

MS. Business Analytics

Core Skills	Fall	Spring	Summer
Business	<ul style="list-style-type: none"> Business Metrics and Analytics 	<ul style="list-style-type: none"> Industry Speaker Series 	<ul style="list-style-type: none"> Professional and Organizational Workshops
Data	<ul style="list-style-type: none"> Programming Foundation 	<ul style="list-style-type: none"> Data Management 	<ul style="list-style-type: none"> Big Data
Analytics	<ul style="list-style-type: none"> Statistics Essentials 	<ul style="list-style-type: none"> Advanced Statistics Predictive Analytics 	<ul style="list-style-type: none"> Optimization Social Media Analytics
Experiential	<ul style="list-style-type: none"> Business Analytics Challenges – Innovation & Idea Development 	<ul style="list-style-type: none"> Business Analytics Challenges – Analysis & Design 	<ul style="list-style-type: none"> Business Analytics Challenges – Implementation & Leading Change

MSBA Faculty (3 Colleges, 8 Depts)



Mohamed Gomaa, Ph.D.

Accounting

mgomaa@cpp.edu



Yuanjie He, Ph.D.

TOM

he@cpp.edu



Drew Hwang, Ph.D.

CIS

dhwang@cpp.edu



Shih-Tang Hwu, Ph.D.

ECON

shwu@cpp.edu



Jae Min Jung, Ph.D.

IBM

jmjung@cpp.edu



Mehrdad Koohikamali, Ph.D.

CIS

mkoohikamali@cpp.edu



Zhongming Ma, Ph.D.

CIS

zma@cpp.edu



Hyounae Min, Ph.D.

Hospitality Management

min@cpp.edu

MSBA Faculty (3 Colleges, 8 Depts)



Carlos J. Navarrete, Ph.D.

CIS

cjnavarrete@cpp.edu



Mohammad Salehan, Ph.D.

CIS

msalehan@cpp.edu



Hui Shi, Ph.D.

CIS

huishi@cpp.edu



Preeti Wadhwa, Ph.D.

MHR

pwadhwa@cpp.edu



Honggang Wang, Ph.D.

TOM

hwang@cpp.edu



Gerd Welke, Ph.D.

Real Estate & Finance

gmwelke@cpp.edu



Alireza Yazdani, Ph.D.

TOM

ayazdani@cpp.edu



Shuo Zeng, Ph.D.

TOM

shuozeng@cpp.edu



Sonya Zhang, Ph.D.

CIS

xs Zhang@cpp.edu

Some facts

30% one-year and 70% two-year

48% female and 52% male

40% international and 60% domestic

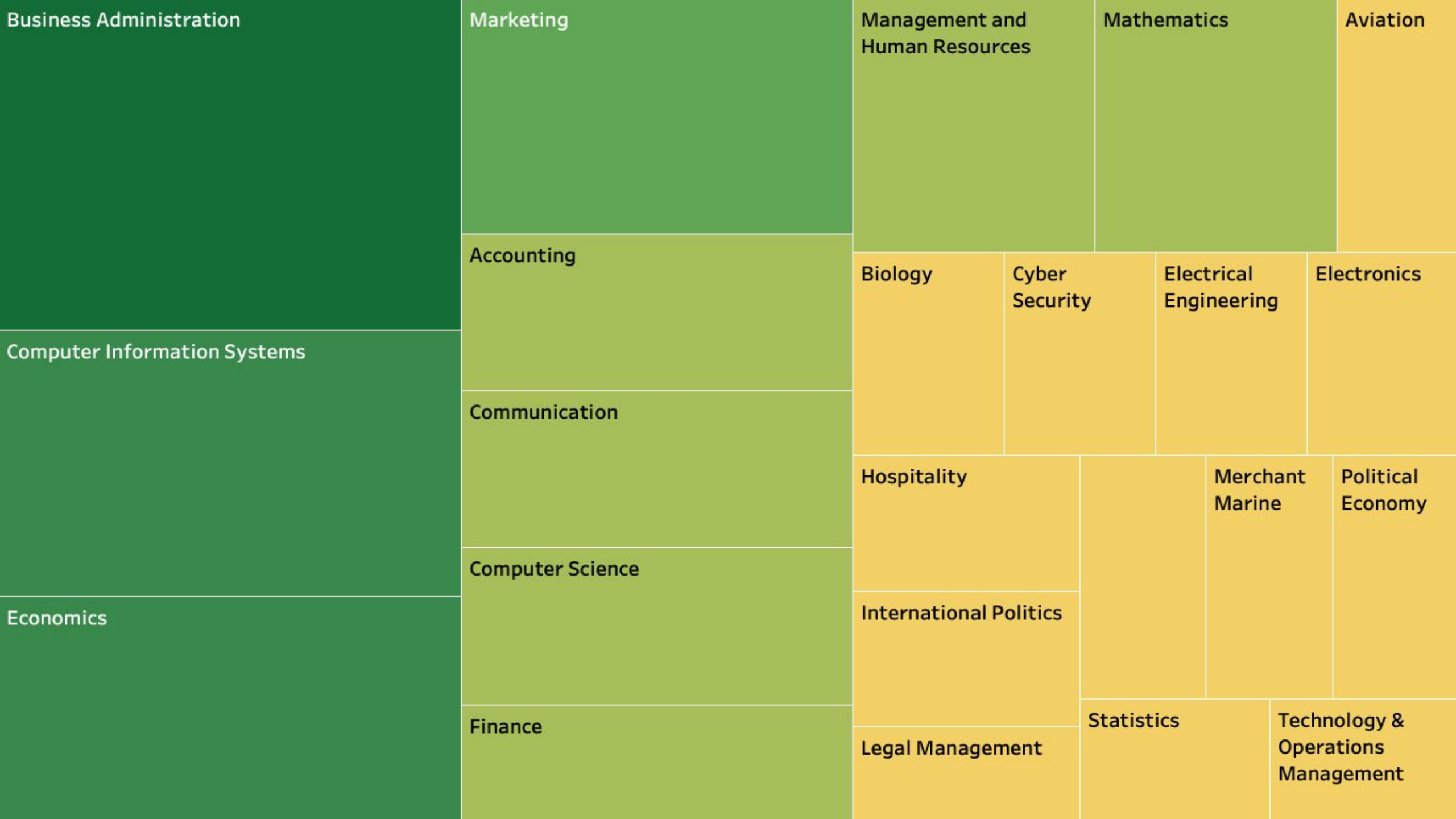
23% URM

Three continents and eight countries/regions

Average 4.5 years of industry experience

Average 3.15 undergraduate GPA, 18% with another graduate degree

Undergraduate – 25% from CSU, 20% from UC campuses



Business Administration

Computer Information Systems

Economics

Marketing

Accounting

Communication

Computer Science

Finance

Management and Human Resources

Mathematics

Aviation

Biology

Cyber Security

Electrical Engineering

Electronics

Hospitality

International Politics

Merchant Marine

Political Economy

International Politics

Legal Management

Statistics

Technology & Operations Management

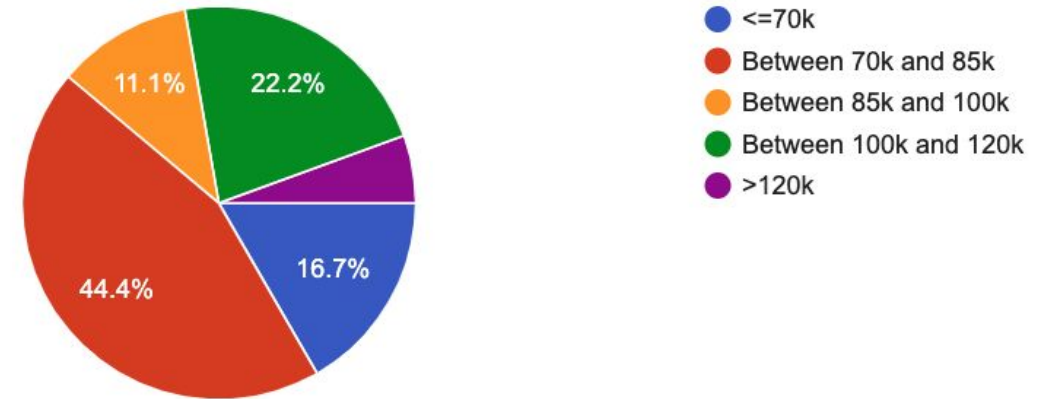
Prior
Industry -



A word cloud of industry sectors. The words are arranged in a roughly circular pattern. The largest words are 'education', 'financial', 'services', 'healthcare', 'technology', 'government', 'retail', 'logistics', 'marketing', and 'transportation'. Other visible words include 'warehouse', 'consulting', 'energy', 'care', 'non-profit', 'higher', 'automotive', 'e-commerce', 'tourism', 'manufacturing', 'military', 'aerospace', 'udayan', 'sales', 'real', 'delhi', 'entertainment', 'hospitality', 'estate', 'ngo', 'retail', and 'marketing'.

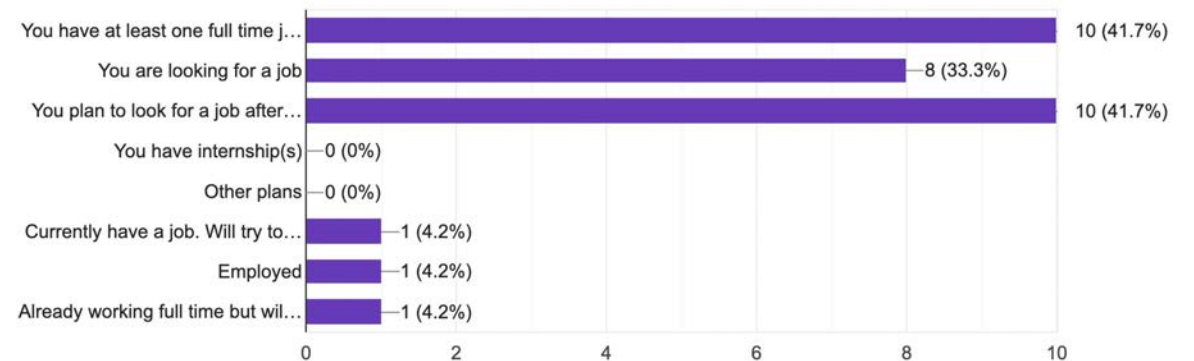
Placement 2022

- City of Los Angeles, Los Angeles
- Microsoft
- Dell, Remote
- Deloitte, Costa Mesa
- Deloitte, New York
- AmeriHome, Thousand Oaks
- Amazon, Riverside
- Northrop Grumman, Palmdale
- Monster Energy, Corona, CA
- Google Cloud, Asana
- Del Real Foods
- Atheneum
- Tucson Police Department



For MSBA graduating class of 2022, as of now, (please check all that apply)

24 responses



MSBA Events/LinkedIn



Recent graduates

- Palo Alto Network
 - <https://www.linkedin.com/in/rodd/> - class of 2022
- Deloitte -
 - <https://www.linkedin.com/in/alanis-leiva/> - class of 2022
- Northrop Grumman
 - <https://www.linkedin.com/in/twong389/> - class of 2021
 - <https://www.linkedin.com/in/erinn-dockins/> - class of 2022
- Dell
 - <https://www.linkedin.com/in/nancyletran/> - class of 2022
- Snap
 - <https://www.linkedin.com/in/tyler-rich-075ab931/> - class of 2023
- Los Angeles County Department of Health Service
 - <https://www.linkedin.com/in/wanqian-zhai/> - class of 2023
- Amyway
 - <https://www.linkedin.com/in/leandro--maldonado/> - class of 2023

Fall 2022 Welcome Event



Class of 2022 - May 6, 2022



Networking Event Spring 2022 - Graduate Assistantship Awards



Commencement 2022 - May 21, 2022



MSBA PROJECTS

Wildfire
forecasting

Drug discovery

Stock trading

COVID impact on
society

Market basket
analysis

IoT cybersecurity

Walmart sales
forecast

Insurance
recommendation

Hateful memes

Osic Pulmonary
Fibrosis
Progression

Blockchain Apps
in Farming

Real Estate
Investing

MSBA SPEAKERS

AH4R

Databricks

Davita

Deloitte

GLOBAL
FOUNDRIES
INC.

IBM

MICROSOFT

NIAGARA
BOTTLING

LAKEHOUSE

KPMG

Oracle

SCE

Schellman

TERADATA

www.cppmsba.org



Admission (May 1 - international & July 1 - domestic)

- The M.S. in Business Analytics program is open to students who hold a baccalaureate degree from a regionally accredited college or university.
- The admission to this program is based on the review of the following criteria:
 - Business or relevant education background with basic knowledge in Finance, Accounting, Marketing, Management Information Systems, and Organizational Behaviors, etc.
 - Demonstrated mastery of college algebra, statistics, and programming with a grade of “C” or better in relevant coursework.
 - Undergraduate degree with at least 2.5 Grade Point Average (or equivalent).
 - For International students: demonstrated proof of English proficiency, e.g., TOEFL score of 550 (paper-based), 213 (computer-based) or 80 (internet-based), or IELTS of 6.5 or above. (Duolingo test this year, 105 or above)
 - Two letters of recommendation (links sent to the references to upload the letters)
 - Statement of purpose
 - Current resume

MSBA
Speaker Series

Career Challenges

The industry needs graduates who know
econometrics, computer science, and business



Geoffrey Okamoto
Managing Director
Goldman Sachs

5:30-6:20 pm
October 17, 2023
Zoom: 975 337 4988

MSBA GRADUATE ASSISTANTSHIPS AWARDS

Merit-Based

Need-Based

RESPECT

Women in
Analytics

International

www.cppmsba.org



Admission (July 1, 2024; **May 1, 2024** - international students)

- Admission process – 1. CSU Apply; 2. CPP admission office; 3. MSBA program review;
 - Admission office - <https://www.cpp.edu/admissions/index.shtml>
- International students - <https://www.cpp.edu/international/>
 - Minimum 6 semester credits as full-time graduate students
 - **Apply early – May 1 deadline for international students**

Program Cost and Financial Aid

- Tuition and fee costs
 - 34 units x \$825 and each semester around \$850 auxiliary fees from the university
 - One-year plan tuition (same for domestic and international students)
 - Total around $\$28050 + 3 * \$850 = \$30600$ ~ total around \$30k, excluding living expenses
 - Two-year plan tuition (same for domestic and international students)
 - Total around $\$28050 + 6 * \$850 = \$33150$ ~ total around \$33k, excluding living expenses
- Financial aid – FAFSA
 - <https://www.cpp.edu/financial-aid/index.shtml>
 - on campus work opportunity through <https://www.cpp.edu/campus-life/student-jobs/index.shtml>
- Merit based/need based/STEM/international/Women graduate assistantship –
 - Awarded once a year, application and faculty committee selections (\$1000 - \$2000)



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