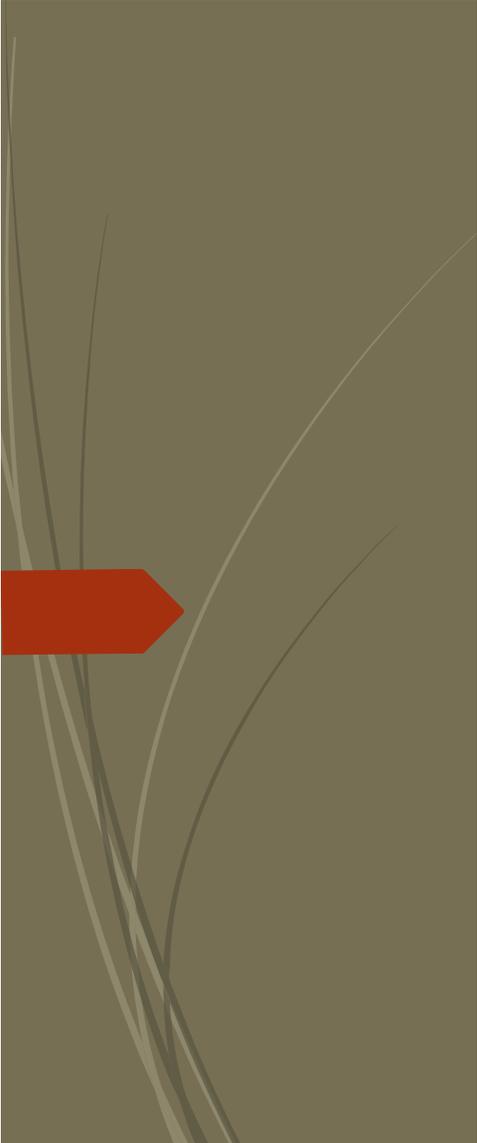


# **MS Business Analytics**

## **Singelyn Graduate School of Business**

Prepare you for a tech-driven future



# M.S. **Business Analytics** - Fall 2025 Admission

**CalPoly**Pomona

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**College of Business Administration**  
Singelyn Graduate School of Business

# Presenters

Dr. Yuanjie He ([he@cpp.edu](mailto:he@cpp.edu)), faculty and department chair, Technology and Operations Management Department, Director MS Business Analytics

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](http://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/cba/graduate-business-programs/programs/master-science-business-analytics.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**
  - Learn powerful toolboxes (Python, R, Tableau, Power BI, AWS etc.)
  - Focus on **business storytelling** competences
- ❖ Launched in 2020 fall, fastest growing areas, **2nd largest master's program** in CPP now
- ❖ **Competitive program costs** - 34 units fall/spring/summer cohort-based program Self-support program, same for domestic and international students
- ❖ **Multiple roadmaps** -
  - 12-month or 24-month roadmaps - cohort starts in fall semester
  - 20-month roadmap – cohort starts in spring semester
- ❖ **STEM program** (OPT and CPT) - 52.1301 to **30.7102**
- ❖ Format - in-person program with some hybrid instruction, combination of **weekend sessions and weekday evening sessions**
- ❖ **Project experiences** throughout the program
- ❖ Industry connections and Business Advisory Board
- ❖ Networking and speaker series

# Curriculum - MS. Business Analytics

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

# Spring 2025 Cohort Roadmap

	Fall	Units	Spring	Units	Summer	Units	Comment
<b>MSBA</b>			GBA 6070	3	GBA 6410	3	Year 1
			GBA 6220	3	GBA 6420	3	
			Total Units	6	Total Units	6	
	Total Units			12			
<b>MSBA</b>	Fall	Units	Spring	Units	Summer	Units	Year 2
	GBA 5140	3	GBA 6210	3	GBA 6430	3	
	GBA 6060	3	GBA 6230	3	GBA 6952	2	
	GBA 6763	2	GBA 6764	3			
	Total Units	8	Total Units	9	Total Units	5	
Total Units			22				

# Fall 2025 Cohort One-Year Roadmap

	Fall	Units	Spring	Units	Summer	Units	Comment
<b>MSBA</b>	GBA 5140	3	GBA 6210	3	GBA 6410	3	Year 1
	GBA 6070	3	GBA 6220	3	GBA 6420	3	
	GBA 6060	3	GBA 6230	3	GBA 6430	3	
	GBA 6763	2	GBA 6764	3	GBA 6952	2	
	Total Units	11	Total Units	12	Total Units	11	
Total Units				34			

# Fall 2025 Cohort Two-Year Roadmap

	Fall	Units	Spring	Units	Summer	Units	Comment
<b>MSBA</b>	GBA 5140	3	GBA 6210	3	GBA 6410	3	Year 1
	GBA 6070	3	GBA 6220	3	GBA 6420	3	
	Total Units	6	Total Units	6	Total Units	6	
	Total Units			12			
<b>MSBA</b>	Fall	Units	Spring	Units	Summer	Units	Year 2
	GBA 6060	3	GBA 6230	3	GBA 6430	3	
	GBA 6763	2	GBA 6764	3	GBA 6952	2	
	Total Units	5	Total Units	6	Total Units	5	
	Total Units			22			

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# MSBA 2024 fall cohort

CalPolyPomona | Singelyn Graduate School of Business

## demographics

We take pride in the diverse and inclusive community within our MSBA program, which brings together students from various cultural and geographic backgrounds. Our cohort represents a global learning environment enriched by different perspectives and experiences. This diversity is at the heart of our program's strength, fostering collaboration and innovation.



**12** COUNTRIES

United States, Taiwan, India, Vietnam, Bangladesh, Nigeria, China, Turkey, Colombia, Myanmar, Sri Lanka, Philippines.

**3** CONTINENTS

Asia, North America, Africa

**65.79%**



**34.21%**



# MSBA 2024 fall cohort

CalPolyPomona | Singelyn Graduate School of Business



## program statistics

Our MSBA program embraces a balanced mix of international and domestic students, fostering a dynamic and inclusive learning environment. With options for both one-year and two-year programs, we accommodate diverse academic goals and career aspirations. This commitment to flexibility and inclusivity ensures a rich exchange of ideas and experiences among our students.

**55.26%**

International Students

**31.58%**

One-year program

**44.74%**

Domestic Students

**68.42%**

Two-year program

**3.20**

Undergraduate Average GPA

# MSBA 2024 fall cohort

CalPolyPomona | Singelyn Graduate  
School of Business



## Desired Skillset Upon Program Completion

Our MSBA program equips students with a comprehensive and industry-relevant skillset, preparing them to thrive in data-driven roles. From programming languages like Python and SQL to tools like Tableau and Power BI, our curriculum focuses on the core competencies required for success. Graduates leave the program ready to analyze, visualize, and drive insights across various business domains.

# MSBA 2024 fall cohort

CalPolyPomona | Singelyn Graduate School of Business



## Desired Industries After The MSBA Program

The MSBA program prepares graduates to excel in diverse and rapidly evolving industries. From technology and healthcare to data science and fintech, our students are equipped with the skills to thrive in competitive fields. With a strong foundation in data analysis and cutting-edge tools, they are ready to contribute to industries requiring innovation and strategic insights.

Salesforce  
FinTech  
IT

Data Science  
Healthcare

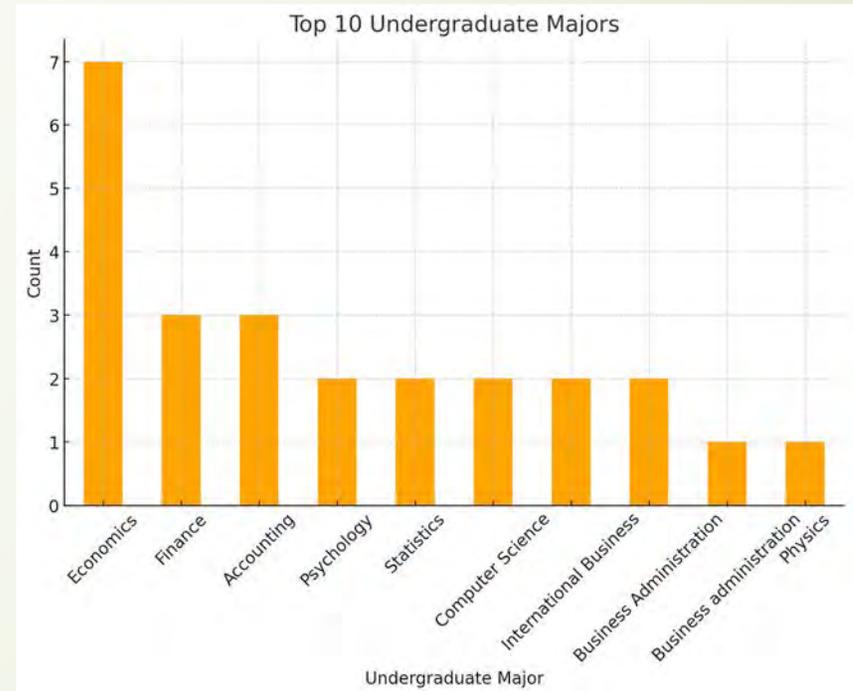
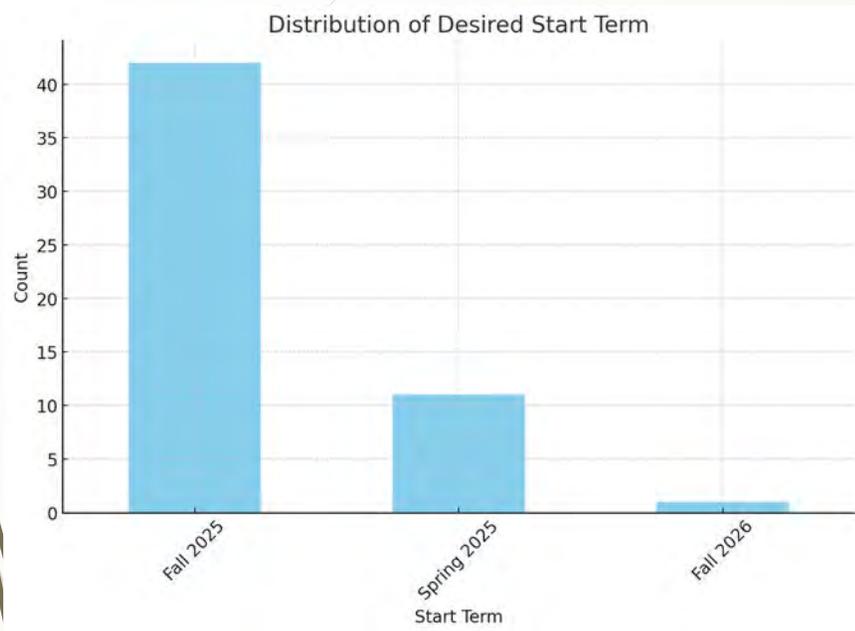
Technology

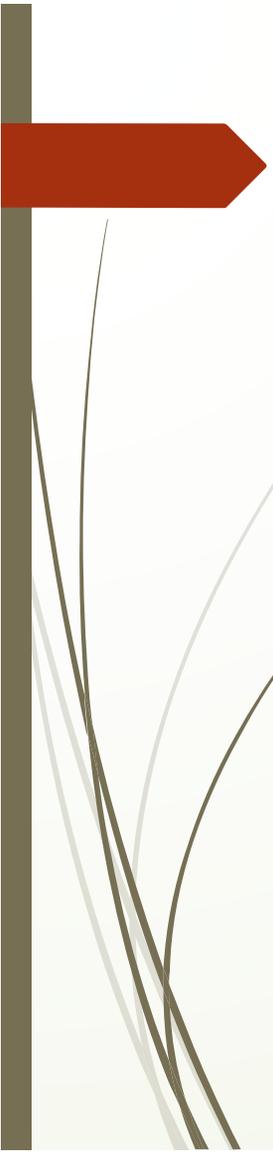
Data Analysis

Consulting Firm  
AI  
FMCG  
Risk Management

Business Administration	Marketing	Management and Human Resources		Mathematics		Aviation
	Accounting	Biology	Cyber Security	Electrical Engineering	Electronics	
Computer Information Systems	Communication	Hospitality		Statistics	Merchant Marine	Political Economy
	Computer Science	International Politics			Technology & Operations Management	
	Finance	Legal Management				
Economics						

# About you today -





## **Admission (Spring 2025, Oct 1 - international & Nov 1 - domestic; Fall 2025, 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.

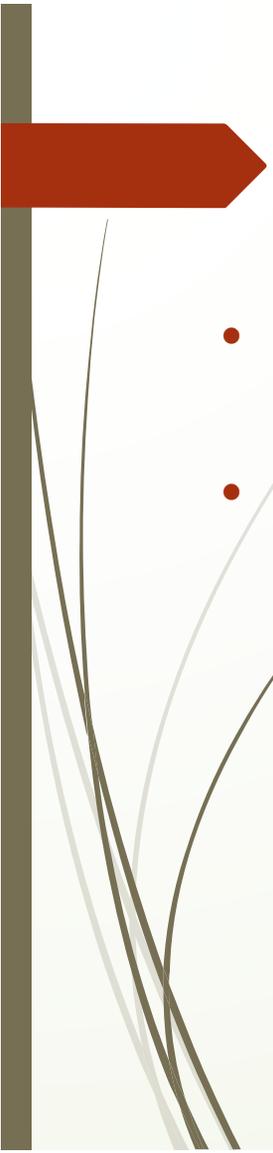
Undergraduate degree with at least 2.5 Grade Point Average (or equivalent).

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)

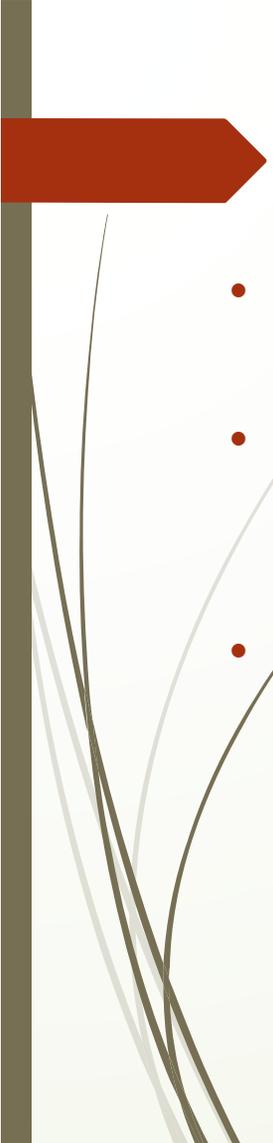
Statement of purpose

Current resume



## Admission (Spring 2025, Oct 1 - international & Nov 1 - domestic; Fall 2025, May 1 - international & July 1 - domestic)

- 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
  - **Oct 1 deadline for international applicants - spring 2025**
  - **May 1 deadline for international applicants - fall 2025**



# Program Cost and Financial Aid

- Tuition and fee costs
  - 34 units x \$825 plus auxiliary fees each semester from the university
  - details in the next two slides
- 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>
- Limited scholarship

# Tuition Estimate – Spring Cohort

<b>MS Business Analytics Tuition for Spring Cohort Roadmap (2025 - subject to changes)</b>						
	Year 1 Fall	Year 1 Spring	Year 1 Summer	Year 2 Fall	Year 2 Spring	Year 2 Summer
Duration	Aug to Dec	Jan to May	June to Aug	Aug to Dec	Jan to May	June to Aug
Tuition per unit		\$825	\$825	\$825	\$825	\$825
Units Taken		6	6	8	9	5
Auxiliary Fees*		\$848	\$331	\$848	\$848	\$331
Total Tuition and Fees		\$5,798	\$5,281	\$7,448	\$8,273	\$4,456
Total Program Cost (estimated)	\$31,256					

Note: 1. This excludes lodging costs, transportation costs, living expenses, textbook and materials costs etc. 2. \*Auxiliary fees may vary depending on university policy.

## Tuition Estimate (one-year plan) – Fall Cohort

<b>MS Business Analytics Tuition for One Year Roadmap (2024 - subject to changes)</b>			
	Year 1 Fall	Year 1 Spring	Year 1 Summer
Duration	Aug to Dec	Jan to May	June to Aug
Tuition per unit	\$825	\$825	\$825
Units Taken	11	12	11
Auxiliary Fees*	\$848	\$848	\$331
Total Tuition and Fees	\$9,923	\$10,748	\$9,406
Total Program Cost (estimated)	\$30,077		

Note: 1. This excludes lodging costs, transportation costs, living expenses, textbook and materials costs etc. 2. \*Auxiliary fees may vary depending on university policy.

# Tuition Estimate (two-year plan) – Fall Cohort

<b>MS Business Analytics Tuition for Two-Year Roadmap (2024 - subject to changes)</b>						
	Year 1 Fall	Year 1 Spring	Year 1 Summer	Year 2 Fall	Year 2 Spring	Year 2 Summer
Duration	Aug to Dec	Jan to May	June to Aug	Aug to Dec	Jan to May	June to Aug
Tuition per unit	\$825	\$825	\$825	\$825	\$825	\$825
Units Taken	6	6	6	5	6	5
Auxiliary Fees*	\$848	\$848	\$331	\$848	\$848	\$331
Total Tuition and Fees	\$5,798	\$5,798	\$5,281	\$4,973	\$5,798	\$4,456
Total Program Cost (estimated)	\$32,104					

Note: 1. This excludes lodging costs, transportation costs, living expenses, textbook and materials costs etc.  
 2. \*Auxiliary fees may vary depending on university policy.

# Welcome Event



# MSBA Events



# MSBA SPEAKERS

AH4R

Databricks

Davita

Deloitte

GLOBAL  
FOUNDRIES  
INC.

IBM

MICROSOFT

NIAGARA  
BOTTLING

LAKEHOUSE

KPMG

Oracle

SCE

Schellman

TERADATA

[www.cppmsba.org](http://www.cppmsba.org)

# MSBA speaker series

**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

Cal Poly Pomona Singelyn Graduate School of Business

MASTERS OF SCIENCE IN BUSINESS ANALYTICS MASTERS OF SCIENCE IN DIGITAL MARKETING



## Nicole Panzovski

Strategic Sourcing Manager

### NAVIGATING PROFESSIONAL DEVELOPMENT: RESUMES, LINKEDIN, & NETWORKING

- ✓ **Professional Growth:** Build strong career foundations
- ✓ **Resume, LinkedIn, Networking:** Key success tools covered
- ✓ **Personalized Resume Review:** Get answers and feedback 1:1!

Nicole Panzovski is SoCal Native who has focused the last 5 years on balancing life across her career, family, and education. She received her undergraduate degree in Economics from UCLA and her Master of Business Administration, MBA from UCLA Anderson in 2022. Nicole has worked in Strategic Sourcing leadership across The Walt Disney Company, Deluxe Entertainment, and currently serves as a Strategic Sourcing Manager for Global Technology at Netflix. In addition, she leads NCP Resume Studio, a professional branding company she founded that has supported over 1,000 clients in securing their dream job.

5:30PM - 6:45PM, September 19th

Cal Poly Pomona, 164 - 1080 ( In person )



**MSBA**  
Speaker Series

## A PATH TO PH.D PROGRAM

# Graduation

**Ashish Hingle**  
George Mason University

5:30-6:20 pm  
September 26  
zoom 975 337 4988



# MSBA speaker series

**MSBA**  
Speaker Series 2023

## DATA VISUALIZATION

PERSUADE AND INFORM

Steve Ayon  
Data Engineering & Visualizations

snowflake

**4/25**  
5:30 PM  
975 337 4988  
ZOOM

Humans are efficient at visually recognizing patterns and differences; Use data visualizations to effectively convey information

**MSBA** speaker series 2022

5:30-6:30 pm, Mar. 7 (Tue.)  
9753374988

## HEALTHCARE ANALYTICS

<USE CASES>

Loren Shediak  
Leadership Team  
Quest Diagnostics

**MSBA** 2022

## CAREER TRAJECTORY

### BUSINESS SYSTEMS ANALYSTS

- # EDUCATION
- # SOFTWARE TOOLS
- # WORK SAMPLES

Nathan Nguyen  
Technology Consultant  
Warner Bros. Discovery

5:30-6:30 pm, Oct. 25  
9753374988

**MSBA** 2022 · SPEAKER SERIES

## CODING YOUR WAY

- # better data models
- # robotic process automation
- # the IPSEC model

Ruben Arthur Duran III  
Senior Data Analytics Specialist  
Southern California Edison

5:30-6:20 pm, Nov. 15  
9753374988

ZOOM

# Class of 2022



# Class of 2023



# Commencement 2023





# 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
- Southwest Airline
  - <https://www.linkedin.com/in/kianhosseinpour/> - class of 2022

# Jobs?

<https://www.linkedin.com/jobs/view/4095701651>

## Responsibilities

- Elicit business needs and product requirements on a regular basis from stakeholders, including senior management team, client support team, sales team, and clients.
- Communicate business goals and product requirements clearly with technical team
- Collaborate with senior management team and technical team leads to form the decisions on project work scope and priorities.
- Translate business needs into technical requirements with comprehensive documentation of functional specifications, use cases, user stories, and workflows.
- ....

## Basic Qualifications

- Bachelor's degree in business Analytics, Data Science, Finance, Economics, Computer Science, Information Systems, or other related fields from an accredited, not-for-profit University or College.
- Aptitude for technology and ability to communicate between the business and technical team

## Preferred Qualifications

- A master's degree in a related field
- Evidence of strong academic performance in college

# 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

[www.cppmsba.org](http://www.cppmsba.org)

# MSBA Events/LinkedIn



search **ms business analytics cal poly pomona**