

MS IN BUSINESS ANALYTICS



SACRAMENTO STATE

In Workflow

1. CBA College Committee Chair (panggabean@csus.edu,joseph.taylor@csus.edu)
2. CBA Dean (ptong@csus.edu)
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6. Catalog Editor (catalog@csus.edu)
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8. Registrar's Office (k.mcfarland@csus.edu)

Approval Path

1. 2026-06-02T20:22:06Z
Tota Panggabean (panggabean): Approved for CBA College Committee Chair
2. 2026-06-05T19:11:12Z
Pingsheng Tong (ptong): Approved for CBA Dean

History

1. Apr 23, 2021 by Min Li (limin)
2. Feb 16, 2022 by Janett Torset (torsetj)
3. Mar 7, 2024 by Min Li (limin)

Date Submitted: 2026-05-27T17:46:09Z

Viewing: MS in Business Analytics

Last approved: Thu, 07 Mar 2024 22:41:21 GMT

Last edit: 2026-08-28T21:04:58Z

Changes proposed by: Min Li (101017159)

Academic Group: (College)

CBA

Academic Organization: (Department)

Information Systems and Business Analytics

Catalog Year Effective:

2027-2028 Catalog

Individual(s) primarily responsible for drafting the proposed degree major program:

Name (First Last)	Email	Phone 999-999-9999
Min Li	limin@csus.edu	916-278-7132

Program Snapshot

Type of Program:

Major

Program Change Type:

Non-Substantive

Title of the Program:

MS in Business Analytics

Designation: (degree terminology)

Master of Science

Delivery Mode:

Fully Face to Face
Hybrid
Fully Online

What is the instructional modality of all courses in this program?

Synchronous

Please see the CSU/CIP Code Crosswalk: https://www.calstate.edu/csu-system/administration/academic-affairs/academic-programs-innovation-and-faculty-development/Documents/CSU_Codes_to_CIP_2020.pdf

TMC Templates: <https://c-idsystem.org/transfer-efforts/>

Is this a pilot program?

No

Establishment of a master's degree program should be preceded by a national professional accreditation of the corresponding bachelor's degree major program.

Provide a clear, concise overview of the program proposal (new or change) and provide a justification. For NEW programs describe the purpose and focus of the program, identify the target student population(s), and highlight key strengths and distinguishing features of the program.

This update revises the delivery format to Fully Face to Face, Hybrid, and Fully Online to reflect current instructional practices and accommodate both domestic and international students, including those required to attend classes in person. It adds new AI-focused elective courses (MSBA 220, 221, and 222) to broaden coverage of applied artificial intelligence and emerging analytics topics and updates MSBA 208 to MSBA 500 to reflect an approved course number change. In addition, the English language proficiency requirement has been revised to reflect ETS's updated TOEFL reporting scale and to align with the University's admission standards. These revisions do not affect total program units or learning outcomes but ensure that the program structure, admission criteria, and course listings accurately reflect current offerings and academic standards.

University Learning Goals

Graduate (Masters) Learning Goals:

Disciplinary knowledge
Communication
Critical thinking/analysis
Information literacy
Professionalism
Intercultural/Global perspectives

Will this program be required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

Curriculum Alignment and Assessment

Program Learning Outcomes

Provide measurable, program-specific learning outcomes that reflect the most important competencies students will demonstrate upon completion of the program. Programs are expected to assess and use PLOs for continuous improvement.

Catalog Description (catalog copy):

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 and Continuation Requirements (catalog copy): minimum GPA and prerequisites (if applicable), required coursework or preparation, portfolio, test scores, and/or letters of recommendation. For graduate programs: expectations for a relevant bachelor's degree (required or preferred disciplines, prerequisite knowledge, or equivalent experience), include evidence that program requirements conform to the minimum requirements for the culminating experience, as specified in Title 5 Section 40510 The Master's Degree and Section 40511 The Doctoral Degree.

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.
- A foreign language test is required for applicants who earned their undergraduate degree from a country where the official language of instruction is not English. Applicants must submit official English proficiency scores (Institution Code: 4671) from one of the following exams taken within the past two years: TOEFL iBT (minimum score of 4 on the ETS 1–6 scale), IELTS (minimum band score of 6.5), or PTE Academic (minimum score of 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 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
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>)
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 (catalog copy):**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 500	Culminating Experience Advanced Topics 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	
MSBA 215	Human Resource Analytics	
MSBA 216	Accounting Data & Data Analytics	
MSBA 220	Course MSBA 220 Not Found	
MSBA 221	Course MSBA 221 Not Found	
MSBA 222	Course MSBA 222 Not Found	
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 500

Fiscal Impact to Change an Existing Program

Indicate programmatic or fiscal impact which this change will have on other academic units' programs, and describe the consultation that has occurred with affected units:

The proposed changes are limited to adding courses within the existing program structure and will not have substantive fiscal or programmatic impacts on other academic units. No additional consultation with other units was necessary.

Provide a fiscal analysis of the proposed changes:

Not applicable.

How will the above changes be accommodated within the department/College existing fiscal resources?

The proposed changes involve existing departmental resources and courses. No significant fiscal impact is anticipated.

Will the proposed changes require additional resources?

No

What additional space, equipment, operating expenses, library, computer, or media resources, clerical/technical support, or other resources will be needed?

The proposed changes will be accommodated within the department's and College's existing fiscal and instructional resources.

Estimate the cost and indicate how these resource needs will be accommodated:

No

Key: 423