

# BUSINESS ANALYTICS MS

The Master of Science in Business Analytics cultivates individuals into data connoisseurs, fostering a comprehensive understanding of business, analytics algorithms, and data management skills. This initiative empowers them to integrate and balance these elements to enable the identification, extraction, and management of insights from intricate and extensive business datasets. Consequently, the business analytics program invites students with backgrounds spanning virtually all undergraduate disciplines.

## Advising Requirement

Advising is mandatory for this program. Consult your department advisor or program coordinator for information.

## Requirements for the MS in Business Analytics

Completion of all requirements as established by the department graduate committee, the Graduate Advisory Committee, and Graduate Studies to include:

1. Completion of an approved program consisting of 33 units of coursework. At least 21 units must be in 600-level courses.
2. Completion of a culminating activity. Completion and final approval of the master's project by the Graduate Coordinator, which includes passing BSIS 693 during the last semester.
3. Approval by the Graduate Coordinator and the Graduate Council on behalf of the faculty of the University.

Course	Title	Units
BSIS 460	Data Analytics	3
BSIS 461	Business Analytics with Python	3
BSIS 680	Data Modeling and SQL Programming for Analytics	3
BSIS 683	Contemporary Topics in Business Analytics	3
BSIS 693	Advanced Data Analytics <sup>1</sup>	3
FINA 685	Finance Analytics	3
MKTG 681	Marketing Analytics	3
OSCM 682	Supply Chain Analytics	3
Select three of the following: <sup>2</sup>		9
ACCT 551	Information Technology in Accounting	
BSIS 610	Business Analytics	
BSIS 620	Strategic Information System Management	
MGMT 456	Entrepreneurial Analytics	
MGMT 644	Seminar in Project Management	
MINS 522	Enterprise Resource Planning: Systems Administration	
MINS 526	Business Intelligence and Data Warehousing: Design and Development	
MINS 535	Database Administration	
MINS 546	E-Commerce and Cloud Computing in Business	
MKTG 673	Strategic Marketing and Customer Value	
<b>Total Units</b>		<b>33</b>

<sup>1</sup> BSIS 693 is to be taken during the last semester of the graduate program.

<sup>2</sup> At least one course must be 600 level.

## Graduate Grading Requirements

All courses in the major (with the exceptions of Comprehensive Examination - 696, Independent Study - 697, Master's Project - 699P, and Master's Thesis - 699T) must be taken for a letter grade, except those courses specified by the department as ABC/No Credit (400/500-level courses), AB/No Credit (600-level courses), or Credit/No Credit grading only. A maximum of 10 units combined of ABC/No Credit, AB/No Credit, and Credit/No Credit grades may be used on the approved program (including 696, 697, 699P, 699T and courses outside the major). While grading standards are determined by individual programs and instructors, it is also the policy of the University that unsatisfactory grades may be given when work fails to reflect achievement of the high standards, including high writing standards, expected of students pursuing graduate study.

Students must maintain a minimum 3.0 grade point average in each of the following three categories: all coursework taken at any accredited institution subsequent to admission to the master's program; all coursework taken at Chico State subsequent to admission to the program; and all courses in the approved master's degree program. Failure to maintain a 3.0 average in any category will result in academic notice in the master's program. Failure to remedy the deficiency within one semester with appropriate courses approved by the program coordinator may result in disqualification from the master's program. See Graduate Education Policies (<https://catalog.csuchico.edu/graduate-requirements/graduate-education-policies/#academicstanding>) for more information.

In addition, students may not count more than two courses toward the program in which they receive a grade of C.

Continuous enrollment is required. At the discretion of the academic program, a maximum of 30 percent of the units counted toward the degree requirements may be special session credit earned in non-matriculated status combined with all transfer coursework. This applies to special session credit earned through Open University, or in courses offered for academic credit through Professional & Continuing Education. Correspondence courses and UC Extension coursework are not acceptable for transfer.

## Graduate Time Limit

All requirements for the degree are to be completed within five years of the end of the semester of enrollment in the oldest course applied toward the degree. See Master's Degree Requirements (<https://catalog.csuchico.edu/graduate-requirements/masters-degree-requirements/>) for complete details on general degree requirements.

## Graduate Requirement in Writing Proficiency

All students must demonstrate competency in writing skills as a requirement for graduation. Business analytics students will demonstrate their writing competence through successful completion of MKTG 681.

The Department of Information Systems, Finance, and Accounting admits students to the MS in business analytics program only in the fall semester each year.

## Prerequisites for Admission to Classified Status

1. Satisfactory grade point average as specified in Graduate and Postbaccalaureate Admission Requirements (<https://catalog.csuchico.edu/graduate-requirements/graduate-postbaccalaureate-admission-requirements/>).
2. Approval by the department and the Office of Graduate Studies.
3. An acceptable baccalaureate from an accredited institution or an equivalent approved by the Office of Graduate Studies.
4. One letter of recommendation
5. Statement of purpose
6. Curriculum vitae
7. Optional: GRE or GMAT
8. For international students only:
  - a. TOEFL 550+ or IBT 80+
  - b. IELTS 6.5+ or PTE 59+

In addition to any requirements listed above, completion of at least one of the following:

1. A grade point average of 3.25 or higher in the last 60 units of coursework taken.
2. A cumulative undergraduate grade point average of at least 3.0.

Students with the following additional background course knowledge are at an advantage in making optimal progress toward the degree if admitted. Prerequisite courses taken for the purpose of advancement to classified status will not be used toward the MS degree. Equivalent courses at Chico State are listed.

Course	Title	Units
<b>Required Prerequisites</b>		
ECON 103	Principles of Microeconomic Analysis <sup>1</sup>	3
FINA 307	Survey of Finance <sup>1</sup>	3
MATH 108	Statistics of Business and Economics <sup>1</sup>	3
MATH 109	Survey of Calculus	4
MINS 301	Corporate Technology Integration <sup>1</sup>	3
MKTG 305	Survey of Marketing <sup>1</sup>	3
<b>Selective Prerequisites</b>		
ACCT 201	Introduction to Financial Accounting <sup>2</sup>	3

<sup>1</sup> These courses can be fulfilled by enrolling in online, self-paced leveling courses offered by Peregrine Academic Services. Leveling courses (also called modules) are meant to give nonbusiness majors the basic information they need to succeed in our graduate courses and can save you time and money.

<sup>2</sup> ACCT 201 is a prerequisite for ACCT 551.

## Advancement to Candidacy

In addition to any requirements list above:

1. Completion of the Graduate Requirement in Writing Proficiency, MKTG 681.

2. Classified graduate standing and completion of, or enrollment in, the required graduate courses.
3. Have completed 21 of the 24 units of the required graduate courses.
4. Meet Graduate Studies requirements.