



# CPP MSBA INFO SESSION FALL 2021 COHORT

CBA CPP

# Presenters

- Dr. Yuanjie He ([he@cpp.edu](mailto:he@cpp.edu)), co-director MSBA, Professor and Chair, Technology and Operations Management Department, College of Business Administration, Cal Poly Pomona
- Dr. Drew Hwang ([dhwang@cpp.edu](mailto:dhwang@cpp.edu)), co-director MSBA, Professor and Chair, Computer Information Systems Department, College of Business Administration, Cal Poly Pomona
- Dr. Alis Zakarian ([azakarian@cpp.edu](mailto:azakarian@cpp.edu)), program manager, College of Extended University, Cal Poly Pomona
- Note: this presentation will be available on our website.

# 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>Experientia</b> I	<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>

# Program Highlights

- CBA and AACSB accredited program
  - offered by CPP College of Business Administration
  - administered by CPP College of Extended University
  - Degree is MS in Business Analytics from Cal Poly Pomona
- STEM program (36-month extended OPT)
- Flexible roadmaps - one year or two-year length for full-time and part-time students
  - <https://www.cpp.edu/ceu/degree-programs/business-analytics/curriculum.shtml>
- 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, AWS, Hadoop etc.)
- Focus on business story telling competences

# Program implementation

- <https://www.cpp.edu/ceu/degree-programs/business-analytics/index.shtml>
- Format - face to face format as designed
  - Fall 2021, Hybrid Synchronous (with approval from CSU)
- Time: combination of weekend sessions and weekday evening sessions
- Two roadmaps – one year and two year
  - 33 credits / 12 courses
- Cohort – start in fall semester
  - Cohort based program
  - Need to follow the program roadmaps.
- International students - <https://www.cpp.edu/international/>
- Admission office - <https://www.cpp.edu/contact.shtml>

# Program Cost and Financial Aid

- CPP CBA – \$825 per unit \* 33 units = \$27225, plus the university fees
- One-year plan tuition (same for domestic and international students)
  - 33 units x \$825 and each semester around \$850 auxiliary fees from the university
  - Total around \$ 27225 + 3 \* \$850 = \$29775 ~ total around \$30k, excluding living expenses
- Two-year plan tuition (same for domestic and international students)
  - 33 units x \$825 and each semester around \$850 auxiliary fees from the university
  - Total around \$ 27225 + 6 \* \$850 = \$32325 ~ total around \$33k, excluding living expenses
- Financial aid – FAFSA
  - <https://www.cpp.edu/financial-aid/index.shtml>
- Merit based graduate assistantship – awarded once a year, application and faculty committee selections (\$500 - \$2000)

# Admission

- Admission process – 1. CSU Apply – completed; 2. CPP admission office; 3. CBA program review;
- The M.S. Business Analytics is open to students who hold a baccalaureate degree with certain quantitative and programming background from a regionally accredited college or university. The admission to this program is based on the holistic view of the following criteria:
  - 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 79 (internet-based), or IELTS of 6.5 or above. (Duolingo test this year, 105 minimum)
  - Two letters of recommendation (links sent to the references to upload the letters)
  - Statement of purpose and other materials