CAL POLY
LEARN BY DOING
M.S. Business Analytics
ORFALEA COLLEGE OF BUSINESS

Cal Poly MSBA
Information Session
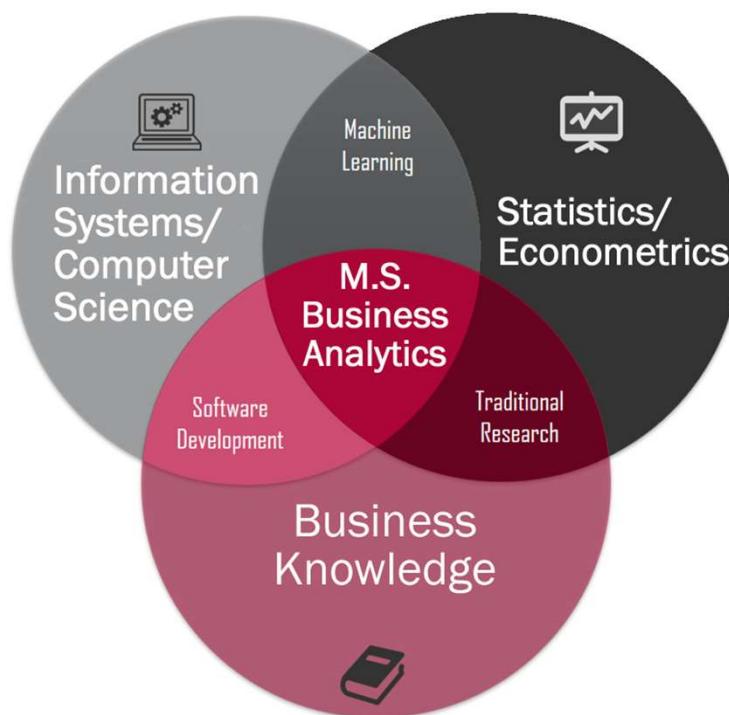
Dr. Brennan Davis

Director, MSBA Program

Let us know you attended this MSBA Info Session by scanning the QR Code with phone's camera

What is Business Analytics?

Information Systems/Computer Science

Machine Learning

Statistics/Econometrics

M.S. Business Analytics

Software Development

Traditional Research

Business Knowledge

# Cal Poly's Business Analytics Program
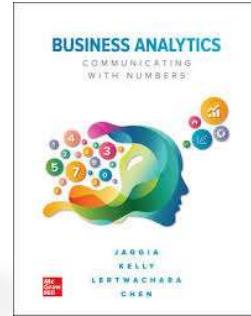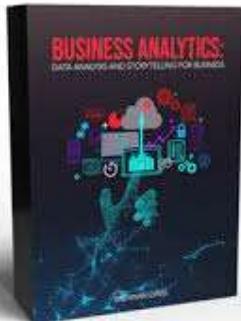
Trendsetters:

One of the first programs in the world.

Amazing Professors:

5 Business Analytics authors of 5 textbooks.

Brennan Davis has three textbooks: Stukent's Business Analytics, Stukent's Marketing Analytics, and Pearson's Data Science for All. Sanjiv Jaggia, Kevin Lertwachara and Leida Chen have McGraw-Hill's Business Analytics. These are used all over the world and Cal Poly MSBA students benefit from them teaching their classes.

Frequent Undergraduate Degrees

- Business: Accounting, Finance, Information Systems & Marketing

- Math/Statistics

- Engineering

- Economics

- Computer Science

- Psychology

- Animal Science

- Political Science

- Sociology and Geography

- Students are welcome from all over campus!

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Average GPA: 3.5

MSBA Curriculum

Intersession
- Statistics and Probability
- Marketing Analytics
- Career Development

Fall
- Econometrics
- Machine Learning
- Data Management
- Data Mining and Analytics
- Career Development

Spring
- Collaborative Industry Projects
- Career Development
- AI for Business Analytics
- Electives

MSBA Curriculum

Past Electives

- Cloud Computing for AI

- AI for Business Analytics

- Advanced Machine Learning

- Finance Analytics

- Finance Time-Series

- People Analytics
- Data Visualization and Communication

Cal Poly's Student Development

- We have a dedicated Career Advisor – Travis Raynaud
- We hold monthly Roundtables with Industry led by a Google Principles, helping students network with dozen of professional each month
- Or annual February Analytics F[...] campus for networking our Bus[...] Advisory board : https://orfalea[...] programs/m-s-business-analyti[...]

- Overnight Corporate Tour. In the past, we[...] Netflix and google

Our MSBA program integrates AI by leveraging it on the back end through cloud computing in the following ways:

- Tokens & embeddings - cost, context, similarity
- Retrieval-augmented generation (RAG) - data-grounded answers
- APIs & integrations - model-powered apps
- Agents - tool-using automation
- Evaluation - metrics, A/B tests, monitoring
- Responsible AI - privacy, fairness, governance
- Vector databases & semantic search - fast, relevant retrieval
- AI-assisted data storytelling & NLG - concise narratives from data
- Causal inference - experiments and uplift-driven decisions
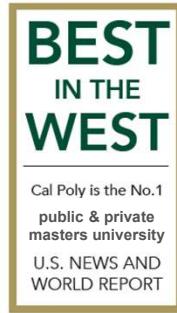
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- Students work on **real-world data projects**
- Professors act as **technical advisors** to the students

- Recent clients
  - Netflix
  - Engie
  - AT&T
  - Salesforce
  - Seattle Seahawks
  - Claritas
  - Oracle

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Cal Poly's Business Analytics Program

BEST IN THE WEST

Cal Poly is the No.1 public & private masters university

U.S. NEWS AND WORLD REPORT

10 MONTH PROGRAM
Mid-July to Mid-May

COMBINE **A BUSINESS MINDSET** AND **A TECHNICAL SKILLSET**

SEIZE THE OPPORTUNITY

Accepting Applications
October 1 – May 1
April 1 for international

Priority consideration for applications received by
FEBRUARY 1

gradbusiness.calpoly.edu

2025 MSBA Graduate Salary Interquartile Range:
$85,000 – $101,750

Average MSBA alumni salary after two or more years:
$145,667*

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Firms that Hire Cal Poly MSBA Graduates
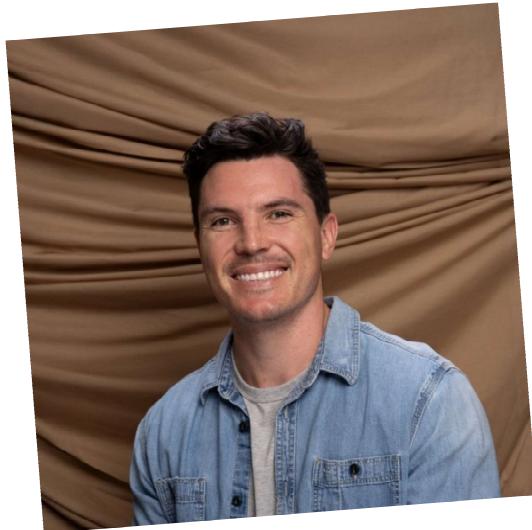
People

Kevin Louther –
Product Analytics & Data
Strategy Lead for AI Products @
Adobe

Izzy Kamrath –
Principal Business Analyst @
AT&T

	MSBA	MSQE
Focus	Application	Theory
Prerequisites	2 statistics + calculus	2 calculus + statistics
Job placement	corporations, technology firms, and consulting firms interested in hiring *business analytics* professionals	PhD for academia; governmental organizations and firms interested in hiring economists
Inter-disciplinarity	Faculty from Statistics, Computing, Information Systems, Marketing, Management, Economics, and Finance	Faculty from Economics
Culminating Experience	Collaborative Industry Projects	Comprehensive Exam