

BUSINESS ANALYTICS (MS)

SC Johnson College of Business

Program Website (<https://www.johnson.cornell.edu/programs/specialized-masters/ms-in-business-analytics/>)

CIP: 52.1302 | HEGIS: 0503.00 | NYSED: 41743

Program Description

Cornell's 16-month long part-time online Master of Science in Business Analytics (MSBA) program trains professionals with the most sought-after data skills as organizations increasingly rely on data to drive decision-making. The program includes both online and residential coursework in Ithaca, New York, and New York City.

Cornell's STEM-certified Master of Science in Business Analytics (MSBA) program is designed to uniquely prepare working professionals seeking to build a career in analytics with the skills that employers desire most: a comprehensive understanding of the language and concepts of business, strong communication and teamwork skills, and the ability to apply the tools of data science to real problems and real data through program concentrations.

The 16-month long part-time online program curriculum includes both online and residential coursework. Students complete 26.5 credits of online MSBA courses and 3.5 credits of residential courses, choosing from concentrations in finance analytics, marketing analytics, operations and supply chain analytics, and business analytics.

Full time status for the program is defined as a minimum of 6 graduate-level credits per term.

Program Information

- Instruction Mode: In Person; Distance Education
- Location: Ithaca, NY
- Minimum Credits for Degree: 30

Program Requirements

Code	Title	Hours
Required Courses		
BANA 5000	Introduction to Accounting Analytics	1.5
BANA 5010	Introduction to Artificial Intelligence and Analytics	1.5
BANA 5020	Microeconomics	1.5
BANA 5030	Introduction to Marketing and Marketing Analytics	1.5
BANA 5040	Teamwork and Collaboration	1.5
BANA 5060	Introduction to Finance Analytics	1.5
BANA 5070	Data Visualization – Tools, Practice and Application	1.5
BANA 5080	Introduction to Operations Analytics	1.5
BANA 5160	Capstone Project	2
BANA 5165	Conversations in Business Analytics	1.0
BANA 5440	Introduction to Data Programming	1.5
BANA 5680	Management Presentations with Data	1.5
BANA 6550	Data Architecture and Acquisition	1.5
BANA 6920	Machine Learning Applications in Business	1.5
Elective Courses		9

Select nine credits from the below:

BANA 5205	Digital Business and Retail Operations
BANA 5210	Natural Language Processing in Finance
BANA 6020	Managerial Reporting for Business Analytics
BANA 6070	Designing and Building AI Solutions
BANA 6260	Consumer Behavior
BANA 6340	Customer Analytics
BANA 6390	Analytics for Demand Management
BANA 6420	Supply Chain Analytics
BANA 6470	Advanced Spreadsheet Modeling

Total Hours 30

- Data Analysis & Interpretation
 - Apply statistical, mathematical, and computational techniques to analyze and interpret complex data sets for business decision-making.
- Data Management & Engineering
 - Design and implement robust data pipelines and manage databases to ensure accurate, efficient, and secure data storage and retrieval.
- Business Acumen & Strategy
 - Integrate data insights with business knowledge to formulate strategies and solve organizational problems across various functions (e.g., marketing, finance, operations).
- Machine Learning & Predictive Modeling
 - Develop and evaluate machine learning models to make predictions, classify outcomes, and optimize business processes.
- Programming & Tools Proficiency
 - Demonstrate proficiency in programming languages (e.g., Python, R, SQL) and analytics tools (e.g., Tableau, Power BI, SAS, Spark).
- Communication & Data Storytelling
 - Translate complex analytics into clear, actionable insights for both technical and non-technical audiences using visualizations and presentations.
- Ethics & Data Governance
 - Evaluate ethical implications and ensure responsible use of data, considering privacy, bias, fairness, and regulatory compliance.
- Teamwork & Collaboration
 - Collaborate effectively in cross-functional teams, often using agile or project-based approaches to solve real-world business problems.

Program Calendar

Fall 2025

Date	Event
September 1, 2025	First Day of Term
September 1, 2025	First Day of Instruction
December 14, 2025	Last Day of Instruction
December 14, 2025	Last Day of Term

Spring 2026

Date	Event
January 19, 2026	First Day of Term
January 19, 2026	First Day of Instruction
May 3, 2026	Last Day of Instruction
May 3, 2026	Last Day of Term

Summer 2026

Date	Event
May 18, 2026	First Day of Term
May 18, 2026	First Day of Instruction
June 8-12, 2026	Residential Session for Class of 2027 in Ithaca, NY
August 3-7, 2026	Residential Session for Class of 2026 in New York City
August 23, 2026	Final Exams
August 23, 2026	Last Day of Instruction
August 23, 2026	Last Day of Term