BUSINESS ANALYTICS (NYBANA-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:** 41744

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. This program follows the Standard Academic Calendar (https://catalog.cornell.edu/enrollment-credit-requirements/academic-calendar/).

Program Information

- Program Mode of Delivery: In Person
- Program Location: New York City, 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 5090	Data Architecture and Programming	1.5
BANA 5165	Conversations in Business Analytics (multi-term course)	1
BANA 6920	Machine Learning Applications in Business	0.75
BANA 5680	Management Presentations with Data	1.5
BANA 5160	Capstone Project	2
Elective Courses		
BANA 5065	Financial Statement Analysis	1.5
BANA 5205	Digital Business and Retail Operations	1.5
BANA 5210	Natural Language Processing in Finance	1.5
BANA 6070	Designing and Building AI Solutions	1.5
BANA 6075	AI and Data Science in Finance	1.5
BANA 6260	Consumer Behavior	1.5
BANA 6340	Customer Analytics	1.5
BANA 6390	Analytics for Demand Management	1.5
BANA 6420	Supply Chain Analytics	1.5

Learning Outcomes

- 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.

Admissions

Application Requirements and Deadlines

Application Deadlines

Summer admission. Please refer to the program website (https://www.johnson.cornell.edu/programs/specialized-masters/ms-in-business-analytics/application-guide/) for exact dates.

Requirements Summary

- Completed Cornell Graduate School application and application fee
- Academic transcripts
- Resume or CV
- Two letters of recommendation
- Academic Statement of Purpose
- Personal statement

- Video interview
- English language proficiency requirement

Admissions Contact Information

Name: Graduate School Admissions
Email: gradadmissions@business.cornell.edu
Website: https://www.johnson.cornell.edu/programs/specialized-masters/ms-in-business-analytics/application-guide/