

Change to Program/Graduate Diploma Academic Requirements Proposal Form

The following information is required for all proposals involving a minor modification to program/graduate diploma academic requirements. To facilitate the review/approval process, please use the headings below (and omit the italicized explanations below each heading).

1. Program/Graduate Diploma: Master of Business Analytics, Schulich School of Business

2. Effective Session of Proposed Change(s): Summer 2020

3. Proposed Change(s) and Rationale

The description of and rationale for the proposed modification(s) should provide information with respect to each of the following points:

a) A description of the proposed modification(s) and rationale, including alignment with academic plans.

That Faculty Council approve the replacement of MBAN 6300 3.00 Case Analysis & Presentation Skills with a new core course, MBAN 6200 3.00 Realizing Value from AI and Analytics in Organizations.

MBAN 6300 (also offered in the MBA program as MGMT 6300) was originally added to the MBAN curriculum as a result of the course's success with MBA students. After running in the MBAN for the past five years, it is clear that the course does not meet the needs of the program or student body. As a result, we are proposing to take MBAN 6300 out of the MBAN curriculum and replace it with MBAN 6200, a new course that will 1) enable MBAN students to continue to develop their professional communication skills, and 2) better understand the business applications of Analytics and AI in organizations, an area that was lacking in the existing curriculum. This course will be better tailored to the needs of the MBAN program as it will be delivered by an instructor who is highly experienced within the analytics field.

b) An outline of the changes to requirements and the associated learning outcomes/objectives, including how the proposed requirements will support the achievement of program/graduate diploma learning objectives. *Additionally, please append the graduate program's existing learning outcomes as a separate document.*

The removal of MBAN 6300 from the curriculum does not change the MBAN program learning outcomes as all program outcomes that MBAN 6300 supported are supported by MBAN 6200. The addition of MBAN 6200 to the curriculum also does not add any new program learning outcomes.

While the two courses differ in terms of content and structure, the new course MBAN 6200 will cover the same program learning outcomes as MBAN 6300 related to professional communication, strategic thinking, and ethics (please see the existing and proposed MBAN curriculum maps in Appendix 1). The new course supports the communication learning outcomes through explicit training in and assessment of presentation skills, as well as additional development of skills related to report-writing and teamwork. For example, Week 4 in the course syllabus is dedicated to storytelling and selling ideas through presentation skills.

The course also contains two presentation assignments (one assessed individually, so students will receive feedback specific to their strengths and areas for improvement), as well as a team project that comprises a written deliverable. Week 10 of the syllabus focuses on the ethical use of AI and checking models for bias, and the course tasks students with being able to design data privacy, security and consent into their AI projects.

The new course also contains additional learning outcomes that MBAN 6300 did not cover, related to financial management of AI projects, creating strategic roadmaps, and applying change management strategies. It provides a practical grounding in analytics and artificial intelligence (AI) and its business applications in organizations. It will equip students with the knowledge of how business pain points can be addressed through AI and analytics solutions, the processes used to sell and deliver project ideas, and the skills needed to transform an organization into an innovative, efficient and data driven company of the future.

Overall, this course will better enable students to develop highly relevant communication skills as they will learn and practice these skills in the context of creating strategic advantage through the use of AI.

c) An overview of the consultation undertaken with relevant academic units and an assessment of the impact of the modifications on other programs/graduate diplomas.

Consultation for this change has been undertaken between the program director, course instructors, the OMIS area coordinator and the Associate Dean Academic. Support for the new course proposal for MBAN 6200 can be found in the signatures section on the proposal form.

d) A summary of any resource implications and how they are being addressed.

No additional resources are needed.

e) A summary of how students currently enrolled in the program/graduate diploma will be accommodated.

The MBAN is a one-year (3-term program), starting in May each year. This change would therefore be implemented for a new cohort of students. No current students would be impacted.

4. Calendar Copy

Using the following two-column format, provide a copy of the relevant program/graduate diploma requirements as they will appear in the FGS Calendar - <http://gradstudies.yorku.ca/current-students/regulations/program-requirements/>.

Please note: Senate requires that FULL Calendar copy be provided. Please include the entire graduate program/diploma section, not just text that is being revised.

Please clearly and visibly indicate how graduate program/graduate diploma information has been changed using strikethrough (left column), bold, underlining, colours, etc. (right column).

Existing Program/Graduate Diploma Information (change from)	Proposed Program/Graduate Diploma Information (change to)
<p>MASTER OF BUSINESS ANALYTICS</p> <p>The Master of Business Analytics is a professional degree program offered by the Schulich School of Business and designed to provide students with the breadth and depth of knowledge to be successful in a wide range of careers in areas such as banking, insurance, marketing, consulting, supply chain management, healthcare, and large technology firms.</p> <p>The Business Analytics program may serve as a foundation to pursue a PhD in this field.</p> <p>Students gain a conceptual understanding and methodological competence of established techniques in business analytics that are used to create and interpret knowledge in various business environments. They are able to address complex issues using quantitative methodologies and create value for organizations using business analytics as a key measurement of performance and organizational planning. Graduates of this program understand how to apply business analytics to generate solutions that balance time, resources and complexity. They possess a skill set that is both quantitative and qualitative, with the technical competence to analyze data coupled with the skills required to communicate insights effectively.</p> <p>This twelve month full-time program commences in May each year and culminates in a two-term experiential capstone course in which students complete a hands-on, problem-driven analytics project and develop applicable business solutions. Students interface directly with industry leaders and develop both technical and organizational expertise. All Schulich MBAN students are awarded the much-coveted SAS™ (Statistical Analysis Software) certification upon completion of the program.</p> <p>Please visit http://schulich.yorku.ca for more information.</p> <p>ADMISSION REQUIREMENTS</p> <ul style="list-style-type: none">• Applicants should possess a four-year undergraduate degree from a recognized university with a minimum B+ average in the last two full years (or equivalent) of academic	<p>No changes made.</p> <p>MASTER OF BUSINESS ANALYTICS</p> <p>The Master of Business Analytics is a professional degree program offered by the Schulich School of Business and designed to provide students with the breadth and depth of knowledge to be successful in a wide range of careers in areas such as banking, insurance, marketing, consulting, supply chain management, healthcare, and large technology firms.</p> <p>The Business Analytics program may serve as a foundation to pursue a PhD in this field.</p> <p>Students gain a conceptual understanding and methodological competence of established techniques in business analytics that are used to create and interpret knowledge in various business environments. They are able to address complex issues using quantitative methodologies and create value for organizations using business analytics as a key measurement of performance and organizational planning. Graduates of this program understand how to apply business analytics to generate solutions that balance time, resources and complexity. They possess a skill set that is both quantitative and qualitative, with the technical competence to analyze data coupled with the skills required to communicate insights effectively.</p> <p>This twelve month full-time program commences in May each year and culminates in a two-term experiential capstone course in which students complete a hands-on, problem-driven analytics project and develop applicable business solutions. Students interface directly with industry leaders and develop both technical and organizational expertise. All Schulich MBAN students are awarded the much-coveted SAS™ (Statistical Analysis Software) certification upon completion of the program.</p> <p>Please visit http://schulich.yorku.ca for more information.</p> <p>ADMISSION REQUIREMENTS</p> <ul style="list-style-type: none">• Applicants should possess a four-year undergraduate degree from a recognized

<p>work. Candidates are also required to have strong quantitative background demonstrated by course work in statistics, math, economics and research methods during undergraduate studies.</p> <ul style="list-style-type: none">• Post degree work experience is recommended but not mandatory.• Applicants are required to take Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) and obtain acceptable scores on all measures thereof.• Proof of English language proficiency if prior studies were not completed in English: Test of English as a Foreign Language (iBT): 100 with minimum component scores of 23 or International English Language Testing System: 7.0 overall with minimum component scores of 6.5. Strong applicants whose first language is not English and do not meet the above language requirements may be considered for admission with the condition of completion of the MBA/Specialized Master's Preparation Program offered by the York University English Language Institute.• Completion of the online application including submission of essays, an up-to-date résumé and two references. <p>DEGREE REQUIREMENTS</p> <p>Students must successfully complete:</p> <ul style="list-style-type: none">• 45 credits of course work, consisting of:• 33 credits of core courses,• 6 credits of an experiential learning course (Analytics Consulting Project, ACP), and,• 6 credits of elective courses. <p>All other requirements are identical to those of Schulich's other master's programs</p>	<p>university with a minimum B+ average in the last two full years (or equivalent) of academic work. Candidates are also required to have strong quantitative background demonstrated by course work in statistics, math, economics and research methods during undergraduate studies.</p> <ul style="list-style-type: none">• Post degree work experience is recommended but not mandatory.• Applicants are required to take Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) and obtain acceptable scores on all measures thereof.• Proof of English language proficiency if prior studies were not completed in English: Test of English as a Foreign Language (iBT): 100 with minimum component scores of 23 or International English Language Testing System: 7.0 overall with minimum component scores of 6.5. Strong applicants whose first language is not English and do not meet the above language requirements may be considered for admission with the condition of completion of the MBA/Specialized Master's Preparation Program offered by the York University English Language Institute.• Completion of the online application including submission of essays, an up-to-date résumé and two references. <p>DEGREE REQUIREMENTS</p> <p>Students must successfully complete:</p> <ul style="list-style-type: none">• 45 credits of course work, consisting of:• 33 credits of core courses,• 6 credits of an experiential learning course (Analytics Consulting Project, ACP), and,• 6 credits of elective courses. <p>All other requirements are identical to those of Schulich's other master's programs</p>
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Please submit completed forms and required supporting documentation by email to the Coordinator, Faculty Governance— fsgovrn@yorku.ca