

## Expected Learning Outcomes Master of Business Analytics (MBAN)

Expected Learning Outcomes	How are the Learning Objectives achieved?	OMIS 6000	MSBA 5110	MSBA 5120	MSBA 5220	MSBA 5250	MSBA 5150	MSBA 6300	MSBA 6400	MSBA 6090
<b>1. Breadth and Depth of Knowledge</b>										
<ul style="list-style-type: none"> <li>Be knowledgeable in a wide range of business analytics topics, and be able to converse intelligently to variety of professionals in different job functions.</li> <li>Be able to conduct competent business analytics projects in a variety of job functions.</li> </ul>	<p>These objectives are achieved through four 3.00 credit courses and one 1.50 credit course, all in business analytics or in a related function (e.g., statistics, operations research, marketing research, etc.). As well, the MRP enables students to either study a topic in business analytics in detail or work on a specific analytics project within an organization.</p> <p>In addition to these courses, the electives offer students a chance to explore specific functional areas and deepen their knowledge within these areas.</p>	•	•	•	•				•	•
<b>2. Research and scholarship</b>										
<ul style="list-style-type: none"> <li>Be able to conduct research using readily available transactional level data that resides in various organizations, at a level expected in a business analyst role (or higher) in the private sector.</li> <li>Be able to generate well-structured and formatted research reports.</li> <li>Have an appreciation of theoretical and empirical academic research in business analytics.</li> <li>Be familiar with the top scholarly outlets in the field.</li> </ul>	<p>All courses have at least one group research project, and some assignments require individual student research. Originality and creativity are emphasized. The MRP is the capstone of the program and involves conducting in depth research using organizational data. Students are expected to draw upon empirical academic research to support their conclusions and recommendations.</p>	•	•	•	•	•	•	•	•	•
<b>3. Level of application of knowledge</b>										
<ul style="list-style-type: none"> <li>Be able to apply their knowledge to new applications, such as retention analysis, or a new method of market segmentation of new customers, etc.</li> </ul>	<p>Students are given opportunities through course-based research projects to explore different situations and are well equipped with the tools they need to apply their knowledge to new frontiers.</p> <p>Besides coverage in the core courses, the 12.00 credit hours of electives will enable students to apply business analytics to a specific functional area and the MRP will provide an industry specific context in which to work from.</p>		•			•			•	

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<b>4. Professional capacity/autonomy</b>										
<ul style="list-style-type: none"> <li>Graduates are expected to exercise good judgment and make informed decisions.</li> <li>Graduates are expected to understand best practice and good governance while collecting and analyzing data.</li> </ul>	<p>Students will be exposed to various scenarios in which experts needed to make informed decisions and exercise good judgment on specific business analytics projects. These decisions involve both technical questions, such as the appropriateness of data and methods, as well as intra- and inter-organizational political processes.</p>		•	•	•	•				
<b>5. Level of communication skills</b>										
<ul style="list-style-type: none"> <li>Graduates are expected to be able to write concise, well researched and professionally formatted and structured reports.</li> <li>Graduates are expected to be able to present, communicate, and market ideas clearly and effectively.</li> <li>Graduates are expected to be able to put together effective and professional presentation slides.</li> </ul>	<p>Students have group presentations in the majority of their courses in the program. Presentation style and skills are honed. Twice in the fall term, individual feedback is provided by the Program Director to help students develop an appropriate presentation style for the business analytics sector. In addition, class participation is encouraged in all classes and is a graded component of many courses.</p> <p>The consolidation of these learning outcomes occurs in the MRP. Students are required to produce an articulate and well-formatted presentation that summarizes the research they have completed at an organization or on a business analytics research study.</p>		•			•	•		•	
<b>6. Awareness of limits of knowledge</b>										
<ul style="list-style-type: none"> <li>Be cognizant of the limitations of theoretical models and empirical findings.</li> <li>Be aware of different schools of thought in statistical applications.</li> </ul>	<p>These objectives are achieved through the presentation and discussion of alternative schools of thought in statistical applications. The Analytics Consulting and Multivariate Methods courses as well as the MRP will provide case specific contexts in which theoretical models will be tested.</p>					•		•	•	