

# BUSINESS ANALYTICS

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## Learning Outcomes

The Master's in Business Analytics program Learning Goals and Objectives include:

### 1. Broad Core of Analytics Knowledge

M.B.An. graduates will master a broad core of analytics knowledge and be able to integrate and apply this knowledge to business situations as corporate managers and strategic partners in industries requiring interdisciplinary skills and global perspectives.

Learning Objectives:

- M.B.An. graduates will demonstrate advanced competency in the underlying concepts, theory, and tools taught in core business analytics programs.
- M.B.An. graduates will be prepared to apply their knowledge of descriptive, predictive, and prescriptive analytics to identify, analyze, and recommend solutions to complex corporate strategic problems and projects requiring interdisciplinary and global perspectives.

### 2. Analytical and Critical Thinking Skills

MBAN graduates will develop analytical and critical thinking skills needed to excel in today's business environment.

Learning Objectives:

- M.B.An. graduates will acquire the analytical and critical thinking skills needed to identify, analyze, and evaluate alternative solutions to problems and projects facing today's corporate managers and strategic planners.
- M.B.An. graduates will develop the skills needed to craft and implement unique and "cutting edge" strategic and tactical plans.
- M.B.An. graduates will be able to articulate and defend their analyses and recommended solutions to multiple audiences from business, government, and the community.
- M.B.An. graduates will be able to integrate findings and analyses from cutting edge academic and practitioner research to problems and projects confronting corporate America.

### 3. Interpersonal Skills

M.B.An. graduates will possess the interpersonal skills needed to impress hiring managers and become effective corporate managers and leaders.

Learning Objectives:

- M.B.An. graduates will be skilled at leadership, team building, interpersonal influence, and the management of change.
- M.B.An. graduates will be able to communicate and work effectively with others in work settings involving cultural and demographic diversity.
- M.B.An. graduates will become natural team leaders with the unique ability to identify and limit the phenomenon of "group think" that often plagues underperforming corporations. Graduates will draw out the high potential from their team members, leveraging the team's ability to analyze problems from many points of reference.

### 4. Value System

MBAN graduates will be able to evaluate the ethical and societal implications of the corporate strategic decision-making for which they are involved and responsible.

Learning Objectives:

- M.B.An. graduates will be skilled at evaluating the impact of various courses of action on multiple stakeholders, including investors, lenders, customers, and the broader community.

These learning outcomes will be achieved by a combination of lectures by faculty and invited guest lecturers, reading of key literature, individual and team projects, and practical involvement in a business analytics capstone experience.