

Program Goals and Learning Objectives

Master of Business Analytics
Rev. 02/2018

Program Goal	Learning Objectives
1. Students will be able to determine how analytics impact marketing and operations management.	<p>A. Students will be able to assess the impact and importance of analytics in marketing.</p> <p>B. Students will be able to assess the impact and importance of analytics in operations management.</p>
2. Students will comprehensively diagnose and solve business problems.	<p>A. Students will be able to diagnose the root causes of business problems utilizing data.</p> <p>B. Students will provide feasible solutions for business problems.</p>
3. Students will be able to effectively communicate with a wide variety of stakeholders.	<p>A. Students will be able to deliver effective oral presentations to a variety of stakeholders.</p> <p>B. Students will be able to write business documents for a variety of stakeholders.</p>
4. Students will be effective team members.	<p>A. Students will be effective team members.</p>
5. Students will understand the ethical and social implications of their recommendations and decisions.	<p>A. Students will be aware of common ethical challenges, applicable ethical codes, and the appropriate tools and models to reduce unethical behavior.</p>