

Graduate Executive Master of Business Administration - Data Analytics



"I'm an aerospace engineer and also work in the pharma industry.

All the things I've learned here I have implemented into my work life ... What I like most is that all of my classmates work in these industries. You get the opportunity to learn from them.

- Agustin Escobar EMBA Graduate

At Ottawa University

The Executive Master's in Business Administration program provides students with high-quality professional advanced study in business. Courses incorporate personal values and professional ethics. For maximum flexibility for working adults, Business Administration degree program courses are offered in the evening in a classroom setting and/or online.

From large corporations to small businesses, there is always a need for good management. In addition, nonprofit organizations look for leaders with good management and business skills. A graduate degree in business is an important factor in reaching senior management ranks within most companies. Through OU's EMBA program, students can qualify for jobs in the private sector, the public sector and in academics.

Careers

Occupations with similar functions include office and administrative support supervisors and managers; cost estimators; property, real estate, and community association managers; purchasing managers, buyers and agents; education administrators and top executives.

Education and Qualifications

Persons interested in becoming administrative services managers should have good leadership and communication skills and be able to establish effective working relationships with many different people, ranging from managers, supervisors and professionals to clerks and blue-collar workers. They must be able to coordinate several activities at once, quickly analyze and resolve specific problems, and cope with deadlines.

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Degree Requirements

BUS 7000 - Organizational Behavior and Theory (3)

Examines human behavior as it impacts the work organization. Includes theoretical foundations of motivation, group dynamics, leadership, decision-making, satisfaction and performance.

BUS 7200 - Value Systems & Professional Ethics (3)

Study of personal and corporate value systems and decision making. Investigation of person beliefs, purposes and attitudes, and their effects on self and others. Examines the ethical dimensions of organizational structures and practices.

BUS 7500- Managerial Economics (3)

Application of economic theory to managerial decision making. Emphasis on both quantitative and qualitative application of microeconomic principles to business analysis.

BUS 7600- Managerial Finance (3)

Application of the theories and tools used in financial decision making. Topics include present value and capital budgeting, financial analysis and forecasting, marketing efficiency, and capital structure.

BUS 7800- Management Accounting (3)

Explores use and application of accounting information for planning, control and decision making. Topics include cost analysis and allocation, budgeting, and behavioral aspects of accounting systems.

BUS 8500 - Graduate Seminar: Business Policy and Strategy (3)

Capstone course in which participants develop a major case study of business administration issues, programs and policies in a current organization. Draws from and utilizes concepts theories, and skills developed in previous courses. Prerequisite: Completion of all core courses in the EMBA program or approval of advisor.

Requirement

12 terms of CPT Practicum (Executive Practicum courses) equivalent to 6 hours and the following courses in the concentration of their choice

Business Data Analytics Courses

BUS 5770/7700 - Management of Information Systems (3)

Examines the use of computer information systems in business organizations with emphasis on how information technology supports business functions and aids managerial decision-making. Explores current trends and emerging technologies.

IT 7100 - Data Visualization (3)

This course will introduce students to data visualization including both the principles and techniques in order to communicate information utilizing graphical means. Students will learn the value of visual representation methods, specific techniques in information visualization and the emphasis placed on the identification of patterns, trends, and differences from data sets across categories, space, and time. Data Visualization tools such as Tableau, Crystal Report and/or R will be incorporated.

IT 7200 - BD Warehouses and Dimensional Modeling (3) (Second Concentration Only)

Students are provided an introductory overview of data warehousing principles, data warehouse techniques, and business intelligence systems. Data warehouse planning, design, implementation, and administration issues in a case study format will be explored. Topics include an introduction to the data warehouse and ETL process, data modeling, and online analytic processing.

IT 8000 - Data Analytics (3)

Course covers the essential exploratory technique for summarizing data. Modeling techniques covered include predictive modeling, also known as predictive analysis, cluster analysis, segmenting, affinity analysis, and applied predictive analytics. Course is dependent on a sound understanding of statistical analysis techniques, such as regression analysis and hypothesis testing. Prerequisite: Undergraduate statistics course.

IT 8201 - People Analytics (3)

Delve into prescriptive analytics techniques to understand and improve a firm's organizational processes. Specifically, diversity analytics, predicting employee turnover, predicting employee performance, recruitment analytics, and intervention impact will be covered by using analytics process models.

IT 8202 - Market Analytics (3)

The course covers how to analyze data to understand customers and inform marketing decisions, evaluate the quality and usefulness of available data and analyses conducted by others, and communicate analysis-based conclusions to colleagues and managers.

IT 8203 - Operations Analytics (3)

The course analyzes issues related to the design and management of the Supply Chains using quantitative tools such as linear, integer, and non-linear techniques, regression, and statistical analysis to forecast uncertain demand, optimize inventory, and design distribution networks to ensure the supply demand.

IT 8204 - Problem Solving and Actionable Analytics (3) (Second Concentration Only)

This course provides foundational skills for exploring both structured and unstructured business problems. After the course, a student should understand a broader set of the types of problems that analytics professionals confront and solve, the data need to analyze such problems, and modeling/analytic techniques used to solve them. Throughout the course, a hands-on approach and communication of results are emphasized.