

# Graduate MBA - Business Data Analytics



As business models become more data-driven, the way in which you collate, manage and analyze your data is more important than ever. The insights provided through advanced analytics are the most powerful tools in driving innovation, engaging customers and boosting efficiencies. They will equip business and industry to compete — and succeed — in entirely new ways.

## At Ottawa University

Competency in Business Data Analytics is now a staple in every organization as a result of the dependence on data in decision-making, the growth of e-commerce and the increase in utilization of communication channels including social networks. This program focuses on the business and management side of business data analytics. The skills acquired in this program will be more focused on the management of data and systems as opposed to the technical aspects such as software development, and quantitative analysis only.

## Careers

This degree program is designed for business professionals who must extract data to explain trends, predict future performance, determine best approaches, and explain solutions to stakeholders. With skills focused on the management of data and systems, students will be able to:

- Spark change by turning data analysis into tangible resources for decision making.
- Define business problems and translate statistical analysis into business intelligence that improves performance.
- Interpret and visualize raw data to make it digestible and accessible for business users.
- Integrate and suggest solutions that use data modeling.
- Define and align database requirements.

## Education and Qualifications

Students in Business Data Analytics desire greater business experience and specialized knowledge to lead their team or organization. They may work as business analysts or analytics managers, or they may need analytics knowledge to advance in marketing or accounting teams.

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## MBA Prerequisites

A prospective student who has not satisfied the preparatory course requirements should take at least one undergraduate accounting course and one economics course with a minimum letter grade of "C" for each, or complete the MBA Math course. The prerequisite course(s) must be completed prior to enrolling in BUS 7500 Managerial Economics and BUS 7800 Management Accounting. Note that BUS 7500 and BUS 7800 are also prerequisite courses for the BUS 7600 Managerial Finance course. Your Enrollment or Academic Advisor will advise you about how to enroll in the MBA Math course should you require it.

## Required Core Courses

### BUS 7000 Organizational Behavior and Theory

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

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

### BUS 7450 Strategic Marketing

Covers the identification and selection of marketing opportunities, target markets and design, and implementation and evaluation of marketing programs.

### BUS 7500 Managerial Economics

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

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

### BUS 7700 Management of Information Systems

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.

### BUS 7800 Management Accounting

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 Policies and Strategies

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 MBA program or approval of advisor.

### IT 8202 Market Analytics

The course explores customer data analysis techniques and their theoretical foundations to help students acquire analytic skills that can be applied to real world market related problems from empirical data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis. 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

Explore techniques to understand and improve a firm's operational capabilities. Process Analytics, focusing on individual processes in order to improve process performance, quantify the impact of randomness, and visualize process quality is covered. In Supply Chain Analytics, you'll cover the entire supply chain, forecast uncertain demand, optimize inventory, and design distribution networks and supply chains to ensure supply meets demand.

## Required BDA Courses

### IT 8000 Data Analytics

Course covers the essential exploratory technique for summarizing data. Modeling techniques covered include predictive modeling, also known as 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 or MBA Math modules related to statistics.

### IT 8201 People Analytics

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. Analytics process models will be covered.