

Assurance of Learning Guide

Master of Science in Business Analytics (MSBA) Program



Learning Goal 1: Business Knowledge and Technical Skills

Objectives:

The objectives listed are primary or secondary learning objectives in:

1.1: Graduates will be able to apply analytical and visualization tools to enhance business decision-making.

- ✓ STAT 4450
- ✓ MIS 4600
- ✓ STAT 4650
- ✓ MIS 4550
- ✓ MIS 5501
- ✓ MIS 5573
- ✓ MKT 5494
- ✓ MIS 5600

1.2: Graduates will be able to demonstrate an understanding of the use of computation and data management techniques in business analytics applications.

- ✓ MIS 4600
- ✓ STAT 4650
- ✓ MIS 4500
- ✓ MIS 5573
- ✓ MIS 5600

1.3: Graduates will be able to use and apply appropriate software in developing business analytics solutions.

- ✓ STAT 4450
- ✓ MIS 4600
- ✓ STAT 4650
- ✓ MIS 4500
- ✓ MIS 4550
- ✓ MIS 5501
- ✓ MIS 5573
- ✓ MKT 5401
- ✓ MKT 5494
- ✓ MIS 5600

Learning Goal 2: Critical Thinking

2.1: Graduates will be able to identify business problems and formulate useful questions/hypotheses.

2.2 Graduates will be able to investigate questions and hypotheses with the understanding of appropriate methodologies/tools and assumptions.

2.3 Graduates will be able to use analysis results to inform managerial decision-making.

✓ STAT 4450

✓ MIS 4600

✓ MIS 4650

✓ MIS 4500

✓ MIS 4550 (*not in 2.3)

✓ MIS 5501

✓ MIS 5573

✓ MKT 5401

✓ MKT 5494

✓ MIS 5600

Learning Goal 3: Communication

3.1: Graduates will be able to write effectively and use appropriate tables, graphics, and other summarizing tools in written documents.

3.2: Graduates will be able to present effectively and use appropriate tables, graphics, and other summarizing tools in oral presentations.

✓ MIS 4600

✓ MIS 4650

✓ MIS 4500

✓ MIS 5573

✓ MKT 5401

Learning Goal 4: Ethics

4.1: Graduates will be able to understand ethical principles for data analysts.

- ✓ STAT 4450
- ✓ MIS 4600
- ✓ MIS 4650

- ✓ MKT 5494
- ✓ MIS 5600

4.2: Graduates will be able to understand privacy issues.

- ✓ MIS 5501
- ✓ MIS 5573

- ✓ MIS 4600
- ✓ MKT 5494

4.3: Graduates will be able to recognize potential biases in data analytics.

- ✓ STAT 4450
- ✓ MIS 4600
- ✓ MIS 4650

- ✓ MIS 4500
- ✓ MKT 5401
- ✓ MKT 5494