<table>
<thead>
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<th><strong>MSBA Goals &amp; Objectives Under Quarter System</strong></th>
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| **Goal 1:** Students who graduate will be effective users of technologies for decision-making.  
**Objective 1A:** Students who graduate will develop in-depth knowledge and skills in using key big data technologies.  
**Objective 1B:** Students who graduate will build hands-on experience in developing applications for analytical tools. |
| **Goal 2:** Students who graduate will be knowledgeable in quantitative methods and tools of business analytics.  
**Objective 2A:** Students who graduate will demonstrate proficiency in predictive and optimized methods and tools.  
**Objective 2B:** Students who graduate will apply data analytics tools and software in making effective business analytics decisions. |
| **Goal 3:** Students who graduate will be knowledgeable in business analytics and in integrating it with various business functions.  
**Objective 3A:** Students who graduate will utilize business analytics in business functions. |
| **Goal 4:** Students who graduate will be effective communicators of business analytics projects.  
**Objective 4A:** Students who graduate will apply effective written communication skills in conveying project ideas, activities, and findings. |