MSBA Goals & Objectives Under Quarter System
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.