

Master of Business Administration
 Business Analytics Area of Emphasis
 Curriculum Map--Updated January 2019

ABBREVIATIONS
 CT = Critical Thinking
 COM = Communication
 INT/VAL= Integrity/Values
 CON = Content

INSTRUCTION/ASSESSMENT CODES
 I = instruction
 CA = course level assessment
 PA = program level assessment

MBA Assurance of Learning Plan					
CT	COM		INT/VAL	CON	on: Area of Emphasis
1.1 Synthesize complex information to make business decisions	2.1 Develop professional written presentations on advanced business topics	2.2 Produce professional oral presentations on advanced business topics	3.1 Integrate systemic advanced ethical reasoning with business decisions	4.1 Integrate advanced theories across business disciplines	5.1 Develop data driven analytical solutions for complex business decision making problems

Course	Title
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MBA Program Core Courses		CT	COM	INT/VAL	CON	on: Area of Emphasis
GEB 5878	Business Process Integration	I, CA	I, CA	I, CA, PA		I, CA
GEB 5930	Info Resources & Industry Analysis	I, CA	I, CA, PA			I, CA
ACG 6309	Accounting for Decision Making	I, CA				I, CA
MAN 6156	Mgmt & Organizational Behavior	I, CA	I, CA		I, CA	I, CA
QMB 6305	Quantitative Methods for Business	I, CA	I, CA			I, CA
ECP 6705	Advanced Managerial Economics	I, CA, PA	I, CA	I, CA	I, CA, PA	I, CA, PA
FIN 6406	Financial Management	I, CA, PA	I, CA			I, CA, PA
ISM 6137	Business Analytics	I, CA, PA	I, CA			I, CA, PA
MAR 6815	Marketing Management	I, CA, PA	I, CA		I, CA, PA	I, CA, PA
MAN 6721	Strategic Mgmt & Policy Formulation	I, CA	I, CA	I, CA		I, CA
MBA Program Emphasis Courses		CT	COM	INT/VAL	CON	on: Area of Emphasis
MBA Business Analytics Area of Emphasis						
ISM 5404	Business Intelligence Applications	I, CA				I, CA
ISM 5208	Business Data Management	I, CA				I, CA
ISM 6136	Big Data Mining: A Managerial Perspective	I, CA				I, CA, PA