

## **MASTER IN BUSINESS ADMINISTRATION: BUSINESS ANALYTICS EMPHASIS**

### **Mission Statement**

To prepare working and aspiring professionals with the skills necessary to embrace business opportunities through high-impact educational experiences.

### **Student Learning Outcomes**

Graduate students in the Business Administration/Business Analytics Emphasis should become critical thinkers, effective communicators, ethical decision makers, and skilled business analysts. As such they will be able to do the following:

#### **Content**

- Integrate advanced theories across business disciplines
- Area of Emphasis: Develop data driven analytical solutions for complex business decision making problems

#### **Critical Thinking**

- Synthesize complex information to make business decisions

#### **Communication**

- Develop professional written presentations on advanced business topics
- Produce professional oral presentations on advanced business topics

#### **Integrity/Values**

- Integrate systemic advanced ethical reasoning with business decisions

### **Evaluation of Student Learning Outcomes**

A variety of assessment procedures are used in the program including observation, individual and group presentations, problems-based examinations, essay-based examinations, objective-based examinations, case analyses, research papers, and professional portfolios.

### **Professional Position Opportunities for Graduates**

Positions for which the Master of Business Administration/Business Analytics Emphasis is a qualification or leads to professional certification include:

- Business Consultants
- Business Executive
- Decision Analyst
- Financial Analyst

- Information Systems Analyst
- Logistics Systems Analyst
- Management Scientist
- Management Systems Analyst
- Marketing Research Analyst
- Operations Management Analyst
- Operations Research Analyst
- Project Management Analyst
- Service Management Analyst
- Supply Chain Management Analyst

*Find out more about UWF's Master of Business Administration at <http://uwf.edu/mba/>*

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