

MBA (ISP) Business Analytics Stream Sample Program Plan

The business analytics stream focuses on making use of data, statistical and quantitative analysis, explanatory and predictive modelling and fact-based management to gain insight and drive decision making. This stream prepares you for analysis and decision-making positions in a variety of industries.

All graduates of the MBA (ISP) earn a Goodman MBA degree.

Brock University

Graduate Programs Office

August

One month Business English and Skills Transition Program that focuses on:

Effective Business Communication
Development of Personal and Career Management Skills
Community and Cohort Activities

Fall (Term 1)

MBAB 5P01
Accounting for Decision Making 1

MBAB 5P02
Quantitative Analysis

MBAB 5P03
Economic Environment of Business

MBAB 5P04
Organizational Behavior

MBAB 5P08
Financial Management

Winter (Term 2)

MBAB 5P05
Marketing Management

MBAB 5P06
Accounting for Decision Making II

MBAB 5P07
Operations Management

MBAB 5P09
Management Information Systems

MBAB 5P22
Global Business

Spring (Term 3)

MBAB 5P20
Applied Business Research

MBAB 5P23 Or MBAB 5P24
Entrepreneurship Business Law

MBAB 5P25
Business Ethics

+ 2 electives from the list below (5P11 & 5P13 are required)

Fall (Term 4)

MBAB 5P21
Business Strategy

+ 3 electives from the lists below (5P12 is required)
+ 1 additional elective

The following electives have been proposed for this specialization. Electives are subject to change.
Not all electives will be offered each year.

ALL of the following
MBAB5P13: Database Management Systems
MBAB5P11: Introduction to Business Analytics
MBAB5P12: Advanced Business Analytics

Any TWO of the following
MBAB5P14: Systems Analysis and Design
MBAB5P15: Introduction to Information Assurance
MBAB5P16: Enterprise Infrastructure Architecture
MBAB5P17: E-business Applications
MBAB5P18: Supply Chain Management and Enterprise-wide Systems
MBAB5P7X: Any one Operations Management elective course

Winter: Optional Co-op Term