



Brock University

# 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.

## August - Business English and Skills Transition Program

The one month B.E.S.T. program focuses on: Effective Business Communication, Development of Personal and Career Management Skills, as well as Community and Cohort Activities.

### Fall (Term 1)

- MBAB 5P01  
Accounting for Decision-Making I
- MBAB 5P02  
Quantitative Analysis
- MBAB 5P03  
Economic Environment of Business
- MBAB 5P04  
Organizational Behaviour and Design
- MBAB 5P05  
Marketing Management

### Winter (Term 2)

- MBAB 5P06  
Accounting for Decision-Making II
- MBAB 5P07  
Operations Management
- MBAB 5P08  
Financial Management
- MBAB 5P09  
Management Information Systems
- MBAB 5P22  
Global Business

### Spring (Term 3)

- MBAB 5P20  
Applied Business Research
- MBAB 5P23  
Entrepreneurship
- MBAB 5P25  
Business Ethics
- MBAB 5P11  
Introduction to Business Analytics
- MBAB 5P13  
Database Management Systems

### Fall (Term 4)

- MBAB 5P21  
Business Strategy
- MBAB 5P12  
Advanced Business Analytics
- +2 Business Analytics electives
- +1 General elective

### Winter (Term 5) - Optional Co-op Term

In order to earn a specialization in Business Analytics, you must successfully complete the following electives.

ALL of the following

- MBAB 5P11: Introduction to Business Analytics
- MBAB 5P12: Advanced Business Analytics
- MBAB 5P13: Database Management Systems

Any TWO of the following

- MBAB 5P14: Systems Analysis and Design
- MBAB 5P15: Introduction to Information Assurance
- MBAB 5P16: Enterprise Infrastructure Architecture
- MBAB 5P17: E-business Applications
- MBAB 5P18: Supply Chain Management and Enterprise-wide Systems
- MBAB 5P19: Artificial Intelligence: Theory & Managerial Applications
- MBAB 5P71-78: Any one Operations Management elective course

MBA Convocation: June