



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 5P24
Business Law
- MBAB 5P25
Business Ethics
- +2 electives

Fall (Term 4)

- MBAB 5P21
Business Strategy
- +4 electives

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