MMA

Masters of Management in Analytics

Desautels Faculty of Management

Starting Summer 2018

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McGill / Desautels / Analytics

- #1 FT-ranked Business School in Canada (2018)

- 32nd University in the World
  QS World Rankings 2018

- 2nd in Canada and 18th worldwide for most employable graduates
  Times Higher Education Graduate Employability Rankings

- 30,000+ alumni network (Desautels)

- New Concentration in Business Analytics in the MBA program
  Graduating its first cohort

- New Concentration in Business Analytics in the BCom
  Launched in Fall 2017

- Naming and launch of the Bensadoun School of Retail in progress

MMA
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So, Why do the MMA?

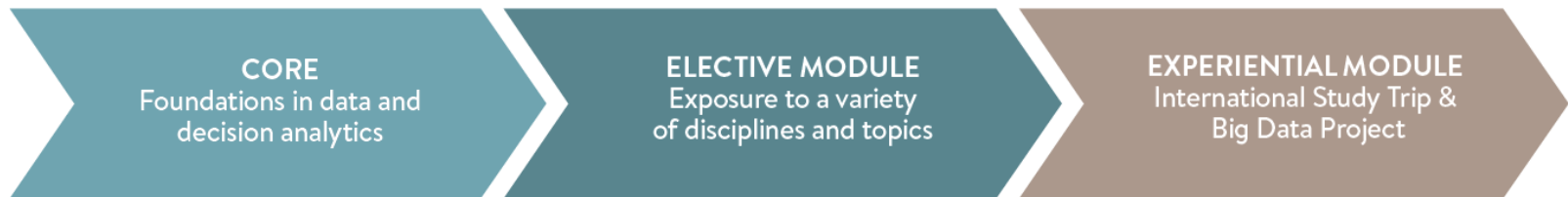|	Typical Applicant	
	Skills possessed	Skills to develop
TECHNICAL SKILLS	Data management, or mathematical analysis, or coding, or a related quantitative field	Business Acumen, Data management, analysis and coding for business analytics
PRACTICAL EXPERIENCE	Limited	Design, execution and implementation of business analytics solutions
PROFESSIONAL SKILLS	Typical of pre-experience candidates	Business manager in the universe of data analytics

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MMA Masters of Management in Analytics

Program Structure

CORE
Foundations in data and decision analytics

ELECTIVE MODULE
Exposure to a variety of disciplines and topics

EXPERIENTIAL MODULE
International Study Trip & Big Data Project

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The Core

- **8 courses for 21 credits**

- Designed to impart the **fundamentals of Business Analytics**

- **A mix of:**
  - Business fundamentals linked to Business Analytics
  - Data management and programming
  - Statistical analysis and data presentation

- **Shared common set of tools**

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The Core

Managing Data Analytics Teams
(1.5 credits)

Mathematical and Statistical Foundations for Analytics
(3 credits)

Ethical Leadership and Leading Change
(1.5 credits)

Database and Distributed Systems for Analytics *(3 credits)*

Coding Foundations for Analytics
(3 credits)

Multivariate Statistical analysis
(3 credits)

Decision Analytics
(3 credits)

Data Mining and Visualization
(3 credits)

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Electives (15 credit) – Winter and 2nd Summer term

- Application of analytics and business tools learnt during the core

- 1.5 credit courses

- Students must complete minimum 10 courses

- Some pairs of courses must be chosen together

- Program lists 19 choices, a sub-selection will be offered each year

  - Not all courses will be offered each year
  - Areas covered: Marketing, Healthcare, Organizational Behavior, Finance, Information systems applications of business analytics

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Electives by Area

Organisational Network Analysis
Advanced topics in Organisational Behavior

Advanced Marketing Analytics
Internet Marketing Analytics
Pricing Analytics
Retail Analytics
Advanced topics in Marketing Analytics

Analytics for Digital Business models
Analytics and Open innovation
Healthcare analytics
Security analytics
Advanced topics in Information systems

Advanced topics in Strategy Analytics
Revenue Management
Ops and Supply Chain Analytics
Advanced topics in Management Science

Advanced topics in Accounting Analytics
Advanced topics in Finance Analytics 1
Advanced topics in Finance Analytics 2

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Paired Elective Courses Offering 2018-2019

- Retail Analytics/Pricing Analytics

- Advanced Marketing Analytics/Internet Marketing Analytics

- Analytics for Digital Business Models/Security Analytics

- Revenue Management/Operations and Supply Chain Analytics

- Health Analytics/Topics in Management Science

- Plus one more yet to be determined...

Experiential: Management analytics capstone (6 credits)

- **Real world project**
    - Solve a real-world problem using actual data
    - Private or Public sector company
    - Supervised by a faculty member

- **Objectives**
    - Integrate the formal knowledge acquired in various courses with the demands of a complex real-world problem

- **Benefits**
    - Develop a unique expertise
    - Create a deliverable product that shows your skills in the job market

Experiential: Analytics Study Trip (3 credits)

- **Learn state of art organizational practice**
    - Company Visits
    - Guest Lectures
    - Student Reflections

- **Objectives**
    - Gain first hand experience in data analytics application in various companies
    - Learn from experienced professionals

- **Benefits**
    - Unique experience
    - Network with Top executives

Tuition

- **Tuition and Fees**
  - Tuition: **CAD 44,000**
  - University fees (estimated): **CAD 4,000**
  - Material, computer and other: **CAD 8,000**

- **Financial Aid**
  - Awards and Scholarships, based overall profile
  - Ability to get access to loans

Application: Requirements

- **Bachelor degree**

  Probably in Arts, Commerce, Economics, Engineering, or Science degree
  Good knowledge of at least one field related to analytics an asset (e.g. data, mathematics, computer programming, data management, etc.)

- **Pre-experience program**

  Relevant work experience is not a requirement

- **Standard Application Package**
  - Statement of Purpose
  - Two letters of reference
  - Transcripts
  - GMAT or GRE except for students with a degree from a Canadian or US university
  - CV
  - Proof of English Proficiency

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Application: Timeline

- **Application deadlines**
  - March 15, 2018 (final deadline for international students)
  - April 15, 2018 (Canadian citizens and permanent residents only)

- **Admissions are on a rolling basis: Apply early!**

- **Candidates may be invited for an interview, either online or in person**

- Start of classes: **Summer 2018**

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More information

MMA website: www.mcgill.ca/mma

MMA email: mma.mgmt@mcgill.ca

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