

2018

# M.B.A. with a Concentration in Business Intelligence/Analytic 2018-2019

Nova Southeastern University

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# M.B.A. With A Concentration in Business Intelligence / Analytic 2018-2019

## CONTACT US

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### Graduate Admissions

(954) 262-5168  
800-672-7223 ext. 25168  
[hcbeinfo@nova.edu](mailto:hcbeinfo@nova.edu)

Information is the lifeblood of every company, as is the ability to identify, gather, extract, and analyze this raw data. Business intelligence uses a variety of software applications to transform these facts and figures into useful information that can then be used as a catalyst for constructive decision making, cutting costs, improving operations, and identifying new business opportunities. With an M.B.A. with a concentration in Business Intelligence / Analytics, you will make an immediate and valuable contribution to any company, with exceptional proficiency in the science of business modeling, database systems, data warehousing, data mining, and benchmarking.

### Admissions Deadlines:

Winter I 2019: December 21, 2018  
Winter II 2019: March 4, 2019  
Summer 2019: April 22, 2019  
Fall I 2019: August 5, 2019  
Fall II 2019: October 7, 2019

## Program Features

- M.B.A. core courses offered weeknights or during the day on the main campus and online. The Business Intelligence / Analytics courses are offered weeknights on the main campus and online.
- Program can be completed in as little as 21 months.
- Program begins five times annually with starts in August, October, January, March, and May.
- Program offered in conjunction with NSU's College of Engineering and Computing.

For more information about the program, please contact:

### The Office of Graduate Admissions

(954) 262-5168  
1-800-672-7223 ext. 25168  
[hcbeinfo@nova.edu](mailto:hcbeinfo@nova.edu)

## Curriculum Guide

**Total Credits: 40-49**

### M.B.A. Core Courses (22-31 total credits)

## BUSINESS INTELLIGENCE / ANALYTICS CONCENTRATION COURSES

**(18 TOTAL CREDITS)**

QNT 5470	Data Analytics for Business Management
QNT 5475	Data Management
QNT 5480	Business Intelligence and Data Warehousing
QNT 5485	Data Mining and Predictive Analytics Fundamentals
QNT 5495	Advanced Data Analytics for Business Management
XXX XXXX	Open Elective at HCBE (excludes courses with ACT, CHS, PUB and TXX prefixes)

Current students: Please consult your Academic Advisor for program requirements or access SharkLink for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.

### **M.B.A. Core Courses**

EACH OF THE FOLLOWING IS REQUIRED (22-31 TOTAL CREDITS)

ACT 5001	Introductory Accounting*
FIN 5008	Business Finance**
QNT 5000	Foundations of Business Statistics**
MGT 5001	Developing Academic and Career Success***
MGT 5105	Managing Organizational Behavior in a Dynamic and Complex World***
MKT 5125	Marketing Decisions for Managers
FIN 5130	Financial Management
ACT 5140	Accounting for Decision Makers
ISM 5150	Information Systems Strategy and Data Management
QNT 5160	Data Driven Decision Making
MGT 5170	Applying Strategy for Managers

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

\*\* Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

\*\*\* Students must take MGT 5001 and MGT 5105 in their first term.

Current students: Please consult your Academic Advisor for program requirements or access SharkLink for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.

### **Course Descriptions**

Full-Time professionals are available to discuss course content in greater detail with you. Simply contact your Admissions Manager at 800.672.7223 Ext. 25168 or use the Contact Us link.

**ACT 5001    Introductory Accounting    (3.00 cr.)**

An accelerated introductory course stressing the essential elements of accounting skills that will be used in the master's degree program. Managerial uses of accounting data and preparation of financial statements will be covered in this course. Course satisfies program prerequisite of financial accounting for master's degree programs.

**ACT 5140    Accounting for Decision Makers    (3.00 cr.)**

This course focuses on the various ways decision makers in all organizations can use accounting information. The focus is NOT to train students to produce accounting information. Rather, the focus is to train students to interpret, evaluate, and use accounting information. Accounting information can be used to support a variety of real world decisions, including evaluating an organization's financial position, planning future activities (short and long-term), motivating behavior, and evaluating performance. We will discuss both financial accounting (focusing on external users of accounting information) and managerial accounting (focusing on internal users of accounting information). We will also discuss the regulatory environment that governs financial accounting. We will discuss international accounting issues such as International Financial Reporting Standards (IFRS) and transfer prices. Prerequisites: ACT 5001 or equivalent and QNT 5000 or equivalent with grade of B-or better and no older than 5 years.

**FIN 5008    Business Finance    (3.00 cr.)**

An accelerated introductory course stressing the essential elements of finance knowledge. Course satisfies program prerequisite of finance for master's degree programs. Financial management as it applies to organizations, time value of money concepts and applications, discounted cash flows and securities valuation will be covered in this course as well as preparation of financial statements and managerial uses of accounting data.

**FIN 5130    Financial Management    (3.00 cr.)**

Students will gain a working knowledge of financial management by learning to develop a systematic approach to financial analysis; to apply techniques for planning, forecasting, and managing; as well as to evaluate and recommend improvements in the organization's financial performance. Prerequisite Change: FIN 5008 or FINP 5008 or equivalent with a grade of B- or better. Prerequisite courses can be no older than 5 years

**ISM 5150    Information Systems Strategy and Data Management    (3.00 cr.)**

Information and communication technologies and their strategic application in business processes are essential components of today's global business environment. This course explores the use of information systems and data management in a business setting to build innovative business models and systems, optimize business processes, capture and leverage valuable data, and deploy strategies for creating competitive advantage. The implementation and use of these systems to build strategic partnerships and customer relationships are also discussed.

**MGT 5001 Developing Academic and Career Success (1.00 cr.)**

This course focuses on preparing students for academic and career success. Topics include working effectively in teams, academic writing and research skills, networking, business ethics, social responsibility, sustainability and leadership qualities for effective performance in the work place. Through formal and informal interactions with faculty and business leaders, students will examine, explore and practice skills necessary to perform successfully in their academic and professional life.

**MGT 5105 Managing Organizational Behavior in a Dynamic and Complex World (3.00 cr.)**

Students will gain a thorough understanding of individual, group and organizational behavior. Students will utilize this knowledge to build practical skills in leading individuals and teams to high performance. Through a variety of teaching methods, students will learn to diagnose their business environment, identify and analyze problems, and develop sound, creative and socially-responsible solutions to help their organizations thrive in a complex and uncertain world.

**MGT 5170 Applying Strategy for Managers (3.00 cr.)**

Students will integrate knowledge across the fields studied in the MBA program and apply entrepreneurial and strategic practices to organizations of varying sizes. The goal is to create value for the organization and shareholders and ensure sustainable growth. Students will use critical thinking skills to formulate, implement and evaluate strategic decisions in a dynamic, competitive, regulated, global environment. Throughout the course, students will apply strategic management concepts to real world and simulated situations and assess the effect on competitive advantage. Prerequisites: MGT 5105 or MGT 5020, and MKT 5125 or MKT 5070, and FIN 5130 or FIN 5080 or FIN 5970 or FIN 5805, and ACT 5140 or ACT 5060 or ACT 5809, and ISM 5150 or ISM 5085 or ISM 5014, and QNT 5160 or QNT 5040.

**MKT 5125 Marketing Decisions for Managers (3.00 cr.)**

Students will gain a working knowledge of the decisions marketing managers make by learning to think strategically. Students will develop marketing plans aligning marketing decisions and strategies. Students will be able to implement marketing decisions to optimize customer and organizational value.

### **QNT 5000 Foundations of Business Statistics (3.00 cr.)**

This course covers collection, description, analysis, interpretation, and presentation of data to support business decision making. Probability distributions, central limit theorem, statistical inference for Uni-variate data; correlation analysis and introduction to linear regression modeling and their application to real world business problems are discussed. The data analysis capabilities of Microsoft Excel are integrated throughout the course.

### **QNT 5160 Data Driven Decision Making (3.00 cr.)**

Data is rapidly becoming one of our most important and valuable business assets. This course covers the concepts and practices of decision-making with the application of analytical methods that can leverage the value of that data. Students will gain a working knowledge of various quantitative models and techniques such as simulation, queueing and forecasting. Emphasis will be given to decisions that must be made in a real world environment where the explicit consideration of risk and uncertainty is a critical factor. Decision-making applications will include operational areas such as capacity planning, demand management, and inventory control. Prerequisites: QNTP 5000 or QNTP 5002 with a grade of B- or better and FINP 5001 or FINP 5008 with a grade of B- or better. Prerequisite courses can be no older than 5 years.

## **Course Descriptions**

Full-Time professionals are available to discuss the M.B.A. in Business Intelligence / Analytics curriculum with you in greater detail. Simply call 800.672.7223 Ext. 25168 or contact our Enrollment Services Staff.

## **COURSE DESCRIPTIONS**

### **QNT 5470 Data Analytics for Business Management (3.00 cr.)**

This course provides an overview of data analytics in business management and the technologies that can be used to enhance data-driven decision making from a strategic perspective. The course introduces data analytics frameworks and best practices for integrating data analytics into organizational business processes to be used to improve competitiveness, profitability, growth or operational efficiency. The course emphasizes the critical need for understanding the importance of data analytics across all organizational functions such as sales, marketing, finance, human resources, production, and information systems. Students will learn the relationships between business strategy, information systems and data analytics. They will understand how business managers need to collect and manage information to gain insight to make the right decisions and boost performance. The course modules will introduce the students to the key subject areas in data management, data warehousing, data mining, and business intelligence (BI) project management. Students also gain experience with software tools used for data preparation, analysis, and reporting. This course will serve as the foundation course for the other courses in the BIA concentration. Students from other concentration areas will be able to choose this course as an open elective in the MBA program.

### **QNT 5475 Data Management (3.00 cr.)**

This course provides an overview of principles, practices and technologies required for

data management across the data life-cycle. The course discusses design and maintenance of computer-based organization memory, data modeling, data structure and storage, data processing architecture, data integrity and data administration. The specific challenges related to use and management of big data will be addressed. Students will also gain experience with tools and techniques for the management of data and use of database technologies.

**QNT 5480 Business Intelligence and Data Warehousing (3.00 cr.)**

The course reviews fundamentals of business intelligence in the era of big data and its core component, data warehousing, to support management's decision-making process. Students will learn how a data warehouse fits into the overall strategy of a complex enterprise, how to develop data models useful for business intelligence, how to combine data from disparate sources into a single database that comprises the core of a company data warehouse. Students will also gain experience with software tools used to generate useful management reports from warehouse data.

**QNT 5485 Data Mining and Predictive Analytics Fundamentals (3.00 cr.)**

This course introduces analytical methods used to convert large information repositories into effective sources for decision-making. Students will learn fundamentals of predictive analytics and data mining methods for business applications, gain understanding how to use tools to mine large amounts of data and build models to predict future events, and practice using analytical techniques to make recommendations that can improve business outcomes and impact strategic decisions.

**QNT 5495 Advanced Data Analytics for Business Management (3.00 cr.)**

This course integrates knowledge of data management, data mining techniques, predictive modeling, and business process models. Students will apply advanced data analytics techniques to real-world business problems and create and evaluate data-driven solutions to uncover new business strategies and improve organizational competitiveness. The effectiveness of data-analysis techniques and knowledge discovery methods in business applications is also discussed. Prerequisites: QNT 5470, MMIS 0630, MMIS 0642, MMIS 0643.

**Prerequisite Courses**

The following prerequisite courses are built into the M.B.A. core curriculum.

- ACT 5001      Introductory Accounting\*
- FIN 5008      Business Finance\*\*
- QNT 5000      Foundations of Business Statistics\*\*

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

\*\* Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

Students have two options for satisfying a program prerequisite course:

Complete course(s) offered by the H. Wayne Huizenga College of Business and Entrepreneurship;

Complete a proficiency examination administered by a testing organization that has national recognition, such as CLEP and DANTES. Students selecting this option must complete the requirements within their first two semesters with HCBE. After the second semester, courses must



be completed with HCBE. Official transcripts must be received by the office of Academic Advising one week prior to students seeking to register for courses requiring the prerequisite requirement.

### **Per-Olof Lööf - KEMET Business Intelligence / Analytics Scholarship Competition**

NSU's H. Wayne Huizenga College of Business and Entrepreneurship in conjunction with KEMET Electronics Corporation, is pleased to host the scholarship competition for graduate students pursuing a Business Intelligence / Analytics MBA degree. This competition was made possible through a generous donation from KEMET Electronics Corporation and its CEO Per-Olof Lööf to advance outstanding Business Intelligence / Analytics students at Nova Southeastern University with two annual awards of up to \$12,500. In addition to the monetary benefits of the scholarship, this is a valuable opportunity for students to work on real-world applications of business analytics and receive feedback from faculty and industry professionals.

The competition will be held again in the 2018-2019 academic year.

### **Per-Olof Lööf - KEMET Electronics Business Intelligence / Analytics Competition**



**NSU's H. Wayne Huizenga College of Business and Entrepreneurship in conjunction with KEMET Electronics Corporation, is pleased to announce its first business intelligence / analytics scholarship competition. This competition was made possible through a generous donation from KEMET Electronics Corporation and its CEO Per-Olof Lööf.**

The Per-Olof Lööf - KEMET Business Intelligence / Analytics Competition assesses participants in three (3) areas: Research and Data Mining (Finding and getting relevant data), Data Preparation (Preparing the data for analysis), and Data Analysis (Getting useful insight from the data).

Competitors will be provided with the data and will be expected to obtain publicly available data needed for the analysis, to prepare the data in a meaningful way, and to complete the analysis to identify useful insight(s).

The two winners of this competition will receive a scholarship of up to **\$12,500**.

#### **Evaluation**

Data and questions are made available to the registered participants once the application period is completed **on March 23rd, 2018**.

Competitors will complete the analysis and prepare a written report along with the data files used for analysis and oral presentation (ppt, video) by **April 15th**.

A panel of judges will evaluate the submissions and select the top five (5) solutions. Selected competitors present their solutions to a panel of faculty advisors and KEMET leadership team

on **April 27th**. The final score will be determined as a combination of written submission and oral presentation scores.

## Rules

The competition is open to all students who are currently enrolled in the **Huizenga College MBA program with a concentration in Business Intelligence / Analytics**. Those who are interested in participating in this competition must submit the Per-Olof Lööf - KEMET [Scholarship Qualifier Application](#) via email to [kemet.scholarship@nova.edu](mailto:kemet.scholarship@nova.edu).

This is an individual competition, thus, team solutions won't be considered.

## Submission Instructions

Registered participants will receive the data and the questions once the application process is completed. Competitors will select one (1) question to answer. The final solution must consist of a written report, relevant data files used in the analysis, and a presentation (Power Point, video, Office Mix etc.). The written report and presentation must present the solution, discuss the methods / approach / analytical framework for the analysis, data collection / preparation / process, and present the results and final recommendations. The solution should be submitted to [kemet.scholarship@nova.edu](mailto:kemet.scholarship@nova.edu).

## Awards

The top two winners of this competition will receive a scholarship of up to \$12,500.

## Contact Information

For more information please send your request to [kemet.scholarship@nova.edu](mailto:kemet.scholarship@nova.edu)