

Minnesota State University Moorhead

MGMT 492: Business Analytics Capstone

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires all three of these prerequisite categories

1. One of these two

MGMT 433 - Predictive Analytics

MKTG 433 - Predictive Analytics

And

2. MGMT 371 - Introduction to Business Analytics

And

3. MGMT 480 - Prescriptive Analytics

Corequisites: None

MnTC Goals: None

All Analytics students will participate in the Capstone course typically during their final semester at MSUM. The purpose of the capstone is for students to undertake a group project(s) that applies and synthesizes what they have learned in their major (including but not limited to database management, data analysis techniques and business decisions making) to real life analytics problems. By allowing small teams of students to work collaboratively throughout the class, the Capstone course emphasizes teamwork and encourages the kind of cooperation needed to flourish in today's current professional managerial environment. The course will be taught by a multi-disciplinary faculty team drawn from different areas of expertise in Analytics. Students will attend scheduled class sessions to think critically about analytical and decision making issues and to be creative problem solvers as they navigate challenging project(s). This capstone will culminate with a written project report and an oral presentation of their work to the students and faculty of the Analytics program, usually during the last two weeks of the semester.

B. COURSE EFFECTIVE DATES: 02/02/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Confidence in ones analytical skillset through professional coaching
2. Creative problem solving in challenging business analytics projects
3. Critical thinking about business analytics issues
4. Experience improving employment marketability
5. Functions of individual and team member in business environment
6. Interpersonal communication skills and ability to share ideas
7. Real life business analytics projects
8. Understanding of themselves and their strengths in the field of business analytics

D. LEARNING OUTCOMES (General)

1. Learn to be creative analytical problem solvers as they navigate challenging projects.
2. Improve their interpersonal communication skills and ability to share ideas.
3. Gain practical analytics experience to improve their employment marketability.
4. Use their personal knowledge and skills to solve real life business analytics projects.
5. Gain a fuller understanding of themselves and their strengths in the field of business analytics.
6. Learn to function individually and as a team member in a business environment.
7. Develop confidence in their analytical skill set while receiving professional coaching.
8. Learn how to think critically about business analytics issues.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted