How can data drive top or bottom-line decisions?
As core to the program, the EXP Analytics Consulting module has McGill MMA students working alongside Industry professionals over a 10-month period solving a significant Data & Analytics problem, aimed to boost the client’s top or bottom lines.

Be part of a Data Science team of 4 student specialists

1. BUSINESS STRATEGIST
   - What is the problem
   - How do we solve it

2. DATA ANALYST/MODELER
   - Identify core data needs
   - Define formulas/algorithms

3. DATA ENGINEER/CODER
   - Automate data sourcing
   - Integrate solution components

4. VISUALIZATION/UI DESIGNER
   - Design front end for best user adoption
   - Articulate User Experience

With the McGill MMA<sup>EXP</sup> Analytics projects, you get full structural integrity to drive a strong result

McGill MMA<sup>(EXP)</sup>

Meeting & Process Admin

McGill Level NDAs

Data Privacy

Full Scoping/ Terms in SOW

Build a Data Driven Solution over the Program Long tenure

<table>
<thead>
<tr>
<th>PROJECT DEFINITION</th>
<th>CURRENT PROCESS &amp; DATA EVALUATION</th>
<th>SOLUTION SPECIFICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCOPE BUSINESS NEED</td>
<td>COMPLETE DATA DISCOVERY</td>
<td>MARKET BEST PRACTICE</td>
</tr>
<tr>
<td>STAGE 1 (1-2 months)</td>
<td>STAGE 2 (2-4 months)</td>
<td>STAGE 3 (5-6 months)</td>
</tr>
</tbody>
</table>

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mma@mcgill.ca
How can data drive top or bottom-line decisions?

MASTER OF MANAGEMENT IN ANALYTICS

Wei Zeng
China
MMA'19
Bombardier
Learn With the Best

“Bridging the gap between business acumen and analytical thinking, McGill Desautels MMA program provides the rigorous training on data science to solve critical business challenges.”

— Mehmet Gumus, Academic Program Director

Real-world Exposure Through the Experiential Module

As a central component of the MMA, all students undertake a technical consulting role by working in teams with real companies and attempting to solve a live data-driven problem.

- Produce a robust analytic solution over 10 months
- Practice using real data and market-leading software
- Benefit from industry mentorship and faculty coaching
- Gain unparalleled training for the job market

Study Trip*

Students travel to learn about the cutting-edge applications of analytics in leading institutions.

*The cost of the study trip is absorbed in the tuition fees.

Join the Network

The McGill alumni network is composed of over 250,000 alumni living around the world.

Program Structure

The MMA is an intensive full time, one-year, pre-experience program with a strong emphasis on experiential learning.

SUMMER 2020

TERM 1 Foundations (2 Months)
TERM 2 Technical Core (3 Months)
TERM 3 Industry Application (4 Months)
TERM 4 Market Transition (3 Months)

SUMMER 2021

EXPERIENTIAL LEARNING MODULE

Why a Master of Management in Analytics at McGill?

The Master of Management in Analytics (MMA) is a twelve-month, interdisciplinary program that will prepare students for the evolving field of business analytics, placing an emphasis on managerial problem-solving using data analytics tools to optimize organizational decisions.

ADMISSIONS

The MMA is designed for recent graduates with a Bachelor of Commerce, Engineering, Computer Science, Economics, Arts, or Science degree and with proven quantitative skills.

- Undergraduate degree
- Curriculum Vitae (CV)
- Two letters of reference
- Statement of Purpose

If applicable:

- GMAT or GRE*
- TOEFL or IELTS

*GMAT and GRE is not required for students graduating from Canadian & US universities

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