



New Program/Major or Minor/Concentration Proposal Form

(2013)

<p>1.0 Degree Title Please specify the two degrees for concurrent degree programs</p> <p>1.1 Major (Legacy = Subject) (30-char. max.)</p> <p>1.2 Concentration (Legacy = Concentration/Option) If applicable to Majors only (30 char. max)</p> <p>1.3 Minor (with Concentration, if Applicable) (30char. max)</p>	<p>2.0 Administering Faculty/Unit</p> <p>Offering Faculty/Department</p> <p>3.0 Effective Term of Implementation (Ex. Sept. 2004 = 200409) Term</p>
<p>Master of Management (M.M.)</p> <p>Analytics</p> <p></p> <p></p>	<p>Graduate and Postdoctoral Studies (GPS)</p> <p>Desautel, Faculty of Management</p> <p>2018-09</p>

4.0 Rationale and Admission Requirements for New Proposal

The program is designed to train students in the evolving field of management analytics and address the growing needs of organizations (for-profit, non-profit, and governmental) for management analysts. The emphasis of the program will be on managerial problem-solving using state-of-the art data analytics tools to optimize organizational decisions in a variety of managerial settings. The pedagogical approach will be mainly experiential with the objective of graduating students with a balanced combination of management and data-analytic skills. Admission requirements can be found on p. 3.

5.0 Program Information
Please check appropriate box(es)

<p>5.1 Program Type</p> <p><input type="checkbox"/> Bachelor's Program</p> <p><input checked="" type="checkbox"/> Master's</p> <p><input type="checkbox"/> M.Sc. (Applied) Program</p> <p><input type="checkbox"/> Dual Degree/Concurrent Program</p> <p><input type="checkbox"/> Certificate</p> <p><input type="checkbox"/> Diploma</p> <p><input type="checkbox"/> Graduate Certificate</p> <p><input type="checkbox"/> Graduate Diploma</p> <p><input type="checkbox"/> Ph.D. Program</p> <p><input type="checkbox"/> Doctorate Program (Other than Ph.D.)</p> <p><input type="checkbox"/> Private Program</p> <p><input type="checkbox"/> Off-Campus Program</p> <p><input type="checkbox"/> Distance Education Program (By Correspondence)</p> <p><input type="checkbox"/> Other: Please specify</p> <p></p>	<p>5.2 Category</p> <p><input type="checkbox"/> Faculty Program (FP)</p> <p><input type="checkbox"/> Major</p> <p><input type="checkbox"/> Joint Major</p> <p><input type="checkbox"/> Major Concentration (CON)</p> <p><input type="checkbox"/> Minor</p> <p><input type="checkbox"/> Minor Concentration (CON)</p> <p><input type="checkbox"/> Honours (HON)</p> <p><input type="checkbox"/> Joint Honours Component (HC)</p> <p><input type="checkbox"/> Internship/Co-op</p> <p><input type="checkbox"/> Thesis (T)</p> <p><input checked="" type="checkbox"/> Non-Thesis (N)</p> <p><input type="checkbox"/> Other: Please specify</p> <p></p>	<p>5.3 Level</p> <p><input type="checkbox"/> Undergraduate</p> <p><input type="checkbox"/> Dentistry/Law/Medicine</p> <p><input type="checkbox"/> Continuing Studies (Non-Credits)</p> <p><input checked="" type="checkbox"/> Masters & Grad Dip & Certs</p> <p><input type="checkbox"/> Doctorate</p> <p><input type="checkbox"/> Post-Graduate Medicine/ Dentistry</p> <p><input type="checkbox"/> Graduate Qualifying</p> <p><input type="checkbox"/> Postdoctoral Fellows</p>
		<p>5.4 FQRSC (Research) Indicator (For GPS)</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>

6.0 Total Credits

45

7.0 Consultation with

Related Units Yes No

Financial Consult Yes No

Attach list of consultations.

8.0 Program Description (Maximum 150 words)

The program consists of three modules: a) Core, b) Electives and c) Experiential. The core module is designed to teach the fundamentals of data and decision analytics, team management, and leadership. The electives module is designed to expose students to a variety of management analytics application topics including marketing, retailing, supply chain, health, security, pricing, and talent and network analytics. Finally, the experiential module, which consists of a capstone management analytics project and a study trip, is designed to provide students with the experience of hands-on application of the concepts taught in real-world settings and the opportunity to interact with practitioners in leading analytics organizations.

9.0 List of proposed program for the New Program/Major or Minor/Concentration

If new concentration (option) of existing Major/Minor (program), please attach a program layout (list of courses) of existing Major/Minor.

Proposed program (list course as follow: Subj Code/Crse Num, Title, Credit weight, under the heading of: Required Courses, Complementary Courses, and Elective Courses).




Master of Management Analytics (Non-Thesis) (45 credits)**Required Courses (30 credits)**

BUSA 684 Analytics Study Trip (3 credits)
 BUSA 693 Management Analytics Capstone (6 credits)
 INSY 660 Coding Foundations for Analytics (3 credits)
 INSY 661 Database and Distributed Systems for Analytics (3 credits)
 INSY 662 Data Mining and Visualization for Analytics (3 credits)
 MGSC 660 Mathematical and Statistical Foundations for Analytics (3 credits)
 MGSC 662 Decision Analytics (3 credits)
 ORGB 660 Managing Data Analytics Teams (1.5 credits)
 ORGB 661 Ethical Leadership and Leading Change (1.5 credits)

Complementary Courses (15 credits)

15 credits from the following:

ACCT 696 Topics in Accounting Analytics (1.5 credits)
 INSY 670 Analytics for Digital Business Models (1.5 credits)
 INSY 671 Analytics and Open Innovation (1.5 credits)
 INSY 672 Health Analytics (1.5 credits)
 INSY 673 Security Analytics (1.5 credits)
 INSY 695 Topics in Information Systems (3 credits)
 MGPO 695 Topics in Strategy Analytics (1.5 credits)
 MGSC 670 Revenue Management (1.5 credits)
 MGSC 672 Operations and Supply Chain Analytics (1.5 credits)
 MGSC 695 Topics in Management Science (1.5 credits)
 MRKT 671 Advanced Marketing Analytics (1.5 credits)
 MRKT 672 Internet Marketing Analytics (1.5 credits)
 MRKT 673 Pricing Analytics (1.5 credits)
 MRKT 674 Retail Analytics (1.5 credits)
 MRKT 696 Topics in Marketing Analytics (1.5 credits)
 ORGB 671 Talent Analytics (1.5 credits)
 ORGB 672 Organizational Network Analysis (1.5 credits)
 ORGB 695 Special Topics in Organizational Behavior (1.5 credits)

10.0 Approvals			
Routing Sequence	Name	Signature	Date
Department	Demetrios Vakratsas		Dec 20, 2016
Curric/Acad Committee	Isabelle Bajeux-Besnainou		Dec 20, 2016
Faculty 1	Isabelle Bajeux-Besnainou		Dec 20, 2016
Faculty 2			
Faculty 3			
CGPS			
SCTP			
APC			
Senate			

Submitted by		To be completed by ARR:	
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Submission Date	Dec. 21, 2016		