SINGELYN GRADUATE SCHOOL OF BUSINESS STUDENT HANDBOOK

FALL 2024 – SPRING 2025

TABLE OF CONTENTS

WELCOME TO SINGELYN GRADUATE SCHOOL OF BUSINESS!

The Singelyn Graduate School of Business (SGSB) handbook is intended for current and incoming SGSB students, faculty, and staff. This handbook contains information about SGSB policies and procedures, program curriculum overviews, and culminating experience guidelines for the 2024-2025 academic year.

Please note that information contained in this handbook does not supersede information, policies, or procedures in the University Catalog. The University Catalog is the official record for the University.

All offices will be open during regular business hours with most continuing to offer virtual/remote services as well. Please check with department and/ or office on their business and office hours.

Each program has an advisor(s) designated to provide overall supervision for the program. Your advisor will serve as your most important contact. It is your responsibility as a student to arrange appointments for advisement with your advisor. You will find program advisor(s) information on the Resources for Student page.

If you have any questions, please contact the SGSB office, (909) 869-2363 or sgsb@cpp.edu.

ACADEMIC INTEGRITY & STUDENT CONDUCT

At the California State Polytechnic University Pomona honesty and integrity are fundamental values that guide and inform us as individuals and as a community. The academic culture requires that each student takes responsibility for learning and for producing work that reflects their intellectual potential, curiosity, and capability.

Academic Integrity: Students should understand or seek clarification about expectations for academic integrity in their courses (including no cheating, plagiarism, or inappropriate collaboration) ; neither give nor receive unauthorized aid on examinations or other course work that is used by the instructor as the basis of grading; take responsibility to monitor academic dishonesty in any form and to report it to the instructor or other appropriate official for action. Check Student Conduct Code and Academic Policies on university website for more details.

Lack of / misunderstanding of what constitutes academic integrity is not an excuse for academic misconduct. If a student is in doubt about appropriate academic conduct in a particular situation, he or she should consult with the instructor in the course to avoid the serious charge of academic misconduct.

As part of your responsibility for academic integrity, you must appropriately cite sources you quote and / or significantly paraphrase. Your instructors will let you know which citation format they prefer (e.g., MLA or APA).

Finally, you are strongly encouraged to familiarize yourself with the University policy on academic integrity, available for your review in the University catalog, as well as the University's policy on intellectual property, available for your review here. If you have questions about the University's intellectual property policy, please contact the University's Office of Technology Transfer and Industry Clinic.

RESOURCES FOR STUDENTS

SGSB Office

Hours of Operation: Monday to Friday
8:00 a.m.-5:00 p.m.
Location: Building 164, Room 3001
Email: sgsb@cpp.edu

Administrative Support Coordinator
Sabrina Toney
Location: Building 164, Room 3001
Telephone: (909) 869-2363
Email: stoney@cpp.edu

Graduate Program Coordinators and Advisors Information

MSA Accelerated
Dr. Meihua Koo
Location: Building 164, Room 2084/3003
Telephone: (909) 869-4531
Email: mkoo@cpp.edu

MBA Advisor
Leah Litwack
Location: Building 164, Room 3002
Telephone: (909) 869-4894
Email: llitwack@cpp.edu

MSA General
Dr. Mohamed Gomma
Location: Building 164, Room 2374
Telephone: (909) 869-2374
Email: mgomma@cpp.edu

MSIS
Dr. Zhongming Ma
Location: Building 164, Room 3017
Telephone: (909) 869-3242
Email: zma@cpp.edu

MSBA

Dr. Ed He
Location: Building 164, Room 1031
Telephone: (909) 869-2466
Email: he@cpp.edu

DSCM

Dr. Ed He
Location: Building 164, Room 1031
Telephone: (909) 869-2466
Email: he@cpp.edu

Dr. Shuo (Sean) Zeng
Location: Building 164, Room 1015
Telephone: (909) 869-2461
Email: shuozeng@cpp.edu

MSDM

Dr. Jae Jung
Location: Building 164, Room 3092
Telephone: (909) 869-2449
Email: jmjung@cpp.edu

Dr. Randy Stein
Location: Building 164, Room 3082
Telephone: (909) 869-2438
Email: rbstein@cpp.edu

General Student Resources can be located here

GRADUATE & UNIVERSITY FORMS

Degree Progress Report (DPR)
The Degree Progress Report (DPR) is a tool in your BroncoDirect Student Center that provides information about the completion status of your degree requirements. It indicated which requirements you have satisfied, in progress, and/ or those still need of completion.

Petition to Drop after 3rd Week (PDF)
Use this form to request to drop a course after the regular add/drop period.

Graduate Academic Petition (E-Forms)
The purpose of a Graduate Academic Petition is to amend item(s) that have been established in the student's contract. There are three main purposes for the Graduate Academic Petition: Credit Transfers, Course Substitution, Waive Residency, and Time Extension.

Leave of Absence Form (E-Forms)
Use this form to formally request a Leave of Absence - thereby maintaining your "active" status if you're not going to be attending courses for more than two semesters in a row. Log into E-Forms using your BroncoName credentials. Your username may appear capitalized; however, your password is still case sensitive. If you have any issues logging in, please contact reg-eforms@cpp.edu for assistance.

Grade Appeal (E-Forms)
Students may appeal grades that they consider to be unfair. In the appeal process, however, it is a basic presumption that the grades assigned to a student are correct. Thus, the burden of proof rests with the students who is appealing. Grade appeals are conducted by Grade Appeal Committee and not by department.

Report of Culminating Experience (RCE) (PDF)
This form is required by Graduate Studies as proof of completion of terminal option (Project, Thesis, or Comprehensive Exam). A report completed by the student and a supervising faculty member attesting to the student's completion of his / her culminating experience. The report must be completed by all graduate students applying to graduate; it is kept on file by the Evaluations Office as part of your permanent file. Log into E-Forms using your BroncoName credentials. Your username may appear capitalized; however, your password is still case sensitive. If you have any issues logging in, please contact reg-eforms@cpp.edu for assistance.

Duplicate Diploma Request Form (PDF)
Use this form to request a duplicate diploma from the Registrar's Office.

Change of Degree Objective (PDF)
A graduate student may only be enrolled in one graduate degree program at a time at Cal Poly Pomona. If at any point you decide to change from one degree program to another (for example, from the MBA to the MSBA), you must complete a form to let the University know.

ACADEMIC POLICIES

Master's Degree Continuation
The title of the course numbered GBA 6990. GBA 6990 is a zero-unit course. GBA 6990 serves two important purposes: (a) to ensure, in accordance with university policy, that graduate students are **currently enrolled (not on leave status)** in the semester they complete their degree and (b) to give graduate business students ongoing access to University resources. Although a zero-unit course, GBA 6990 does have an associated fee. You should register for GBA 6990 only after you reach the maximum number of units for your culminating experience; advancement to candidacy is the required prerequisite for GBA 6990, and it is graded on a credit / no-credit basis.

Culminating Experience
Title V of the California Education Code requires all master's degrees to include a culminating experience that provides each degree candidate the opportunity to demonstrate their learning. In the MBA program, students may choose either the Comprehensive Exam or the Research Project. In the MSA, MSIS and MSBA programs, students complete the Comprehensive Exam. You'll learn additional details about your degree's culminating experience as you draw nearer to its completion.

Confer Degree
The last stage of your graduate degree. To be advanced to candidacy, you must meet **all** the following conditions: approved contract on file, GPA of at least 3.0, all your coursework completed, Graduation Writing Test passed, and any other conditions set by the College satisfied. You may only register for your degree's culminating experience when you have advanced to candidacy.

Transfer Credit
Graduate students can transfer up to 9 units from previous master's degree. Transfer credit needs to be approved from program Director. The stipulations under "Time Limit" apply to transfer credit.

GPA
Master's students need to maintain a 3.0 GPA or higher in their programs. If a student falls below a 3.0 GPA they will be put on academic probation. To calculator GPA: Earned Units/ Points= GPA. GPA Calculator

Withdrawal Period
When students drop a class after the add/ drop period ends. Withdrawal Information

Retroactive Withdrawal
Process that allows students to petition to withdraw from all classes in one or more terms after those terms have ended. Students must apply for retroactive withdrawal within one calendar year from the last day of the term they unofficially withdrew from their classes and provide a clear explanation of why they did not withdraw from the university by filing appropriate forms with the Registrar's Office during the term(s) in question. Retroactive Withdrawal

Disqualification

A graduate student is disqualified from study at Cal Poly Pomona if, at any time, one of the following conditions is true:

- After the completion of 12 semester units of post-baccalaureate work, the Cal Poly Pomona or overall GPA falls below 2.3;
- After the completion of 24 semester units of post-baccalaureate work, the Cal Poly Pomona or overall GPA falls below 2.7;
- After the completion of 36 semester units of post-baccalaureate work, the Cal Poly Pomona or overall GPA falls below 2.9.

Students who are disqualified must "sit out" at least one semester. If you are disqualified, please check with an academic advisor in the Graduate Business Programs Office for additional details.

Grades

The university employs the following grading system for graduate courses:

A- Superior work, representing effective representation, unusual competence, and high skill. (A= 12.0, A- = 11.10)	**CR**- Credit (CR= 0) **NC**- No Credit (NC= 0)
B- Very good work, meeting full requirements for performance at the graduate level. (B+= 9.90, B = 9.00, B- = 8.10)	**I**- Incomplete Authorized (I= 0) **IC**- Incomplete Charged (IC= 0)
C- Adequate, meets the minimum requirements of the course, acceptable for graduate credit. (C+= 6.90, C= 6.00, C- = 5.19)	**AU**- Audit (no credit) (AU= 0) **RP**- Report in progress (RP= 0)
D- Minimally acceptable work; not acceptable for graduate contract work. (D+= 3.90, D= 3.00, D- =2.10)	**W**- Withdrawal (W= 0) **WU**- Withdrawal unauthorized (WU= 0)
F- Unacceptable, below minimum requirements of graduate courses. (F= 0)	**RD**- Report delayed (RD= 0)

Graduation

Master's Contracts must be on file in the Registrar's Office to process Graduation Checks. **Graduate students in Business do not have to complete a *Request for Graduation Check* form.** Once the students' master's contract is approved and has been received by the Registrar's Office from the Graduate Studies Office it will be reviewed by a Transfer and Graduation Advisor and noted on the DPR as the graduation check.

For more information Applying for Graduation, **click here**

UNIVERSITY CATALOG & ACADEMIC CALENDARS

For graduate curriculum information, you can go to **University Catalog**. Other useful information can be found on Cal Poly Pomona Online Service (MyCPP) which includes:

- Academic Calendar
- Final Exams Schedule
- Schedule of classes

ACADEMIC & SUPPORT RESOURCES

Cal Poly Pomona offers a wide variety of academic and support resources.

- General Academic Resources
- IT
- International Center
- Disability Resource Center
- Counseling and Psychological Services

Graduate Studies

Provides leadership to graduate programs, overseeing the support and academic integrity of these programs. For information visit their website Grad Studies.

Graduate Studies Handbook (PDF) A handbook with general information about all graduate programs at Cal Poly Pomona.

Graduate Resource Center

The Graduate Resource Center (GRC) is a virtual one-stop shop for support services to meet the needs of the graduate student population at Cal Poly Pomona by increasing retention and degree completion rates.

The GRC offers student online support services; online student advising via the GRC/LOGRAR Graduate Studies Advisor and Faculty Associates; financial literacy, scholarship/financial aid resources; online-tutoring in English, grammar, writing and quantitative analysis; student success workshops (APA Citation, Thesis/Project Formatting, Health/Stress relief); online peer support space; mentoring opportunities, faculty–student collaborative research experiences. For information visit their website GRC.

REGISTRAR OFFICE INFORMATION

The University Registrar offers a variety of services from enrollment and registration to providing transcripts.

- About the Registrar
- Registration
- Graduation
- Our Services
- Order Transcripts
- Contact Us

Registration

Registration appointments are assigned approximately one week prior to registration for the next term (subject to change when the University converts to a semester calendar). Appointments may be viewed online in the Student Center in Bronco Direct. Unit limitations apply to each of the registration periods

MASTER'S PROGRMS CURRICULUM OVERVIEW

Master of Business Administration

The MBA curriculum is designed to provide a two-year to three-year program of broad professional development. The objectives are to develop a better understanding of the role of the professional manager and the responsibilities within the firm and society; to assist the student in developing a critical approach to decision making and the ability to speak and write effectively and professionally; to develop skills in interpersonal relations; and to develop a sound theoretical understanding of organizations and a management perspective for considering problems and making decisions from the viewpoint of the entire firm, industry and economy.

12 Courses-34-36 units
- 8 Core Courses-24 units
- 3 Elective Courses- 9 units
- 1 Culminating Experience- 1-3 units
- Additional Requirements- students might be required to take the following prep courses: Logic and Rhetoric, Accounting, Finance and/ or Statistics.

MBA Comprehensive Exam Policy:

Faculty evaluating the comprehensive examination shall assign grades of pass, low pass or fail depending on the quality, completeness, and accuracy of the response. Students need to earn a pass or low pass on all 4 sections to pass the comprehensive examination.

If a student receives a fail grade on one section and a pass on all other sections, students must re-take only the failed section of the examination. The re-take of the failed section must take place the next time the examination is offered to allow time for necessary preparation for successful completion of this requirement. The student must earn a low pass or pass rating on the repeated section for successful completion of the comprehensive examination.

If a student receives a FAIL grade on any repeated section, students will have to retake the entire comprehensive examination (all four sections) the next time it is offered.

If a student has 2 or more fail grades OR one fail grade and one or more low pass grades, students will have to retake the entire comprehensive examination (all four sections) the next time it is offered to allow time for necessary preparation for successful completion of this requirement.   The student must earn a low pass or pass rating on the repeated sections for successful completion of the comprehensive examination.

Students only have one attempt to re-take the entire comprehensive examination, for a maximum total of two attempts.

If a student earns a fail grade in any section of the exam in their second attempt, they have failed to demonstrate satisfactory completion of the comprehensive exams, a requirement of the MBA degree. This will result in a dismissal from the program and the degree will not be granted.

The written comprehensive examination shall be offered every fall and spring semester. The exam is scheduled for the weekend before Final Exams week. The exam is two days and students will get four hours each day. The exam is not administered in the summer.

The duration of the written comprehensive examination shall be a total of four hours over two days with open notes and book.

Business Research Project Policy

A written research project concerning a significant problem in the field of business. It evidences originality and independent thinking, appropriate form and organization, and a rationale. It is described and summarized in a written abstract that includes the project's significance, objectives, methodology and a conclusion or recommendation.

The project committee will be most concerned with the manner in which the material is researched, organized, developed, and presented. The written document describing the project shall be filed in the Library. In case where the project is a manual or handbook, the project itself is placed in the appendix, while sections in the main body of the text are tailored to introduce, justify, and validate the study or creative effort. The committee must consist of a College of Business faculty members, one is the faculty advisor and the other is a second reader.

Prerequisite Course for Business Research Project
GBA 6830 Business Research Methods.
Will count as 1 of the elective courses for the MBA program.

More Information
Contact Leah Litwack, llitwack@cpp.edu for more information about the business research project guidelines and instructions.

Master's Project Formatting
The Graduate Studies Office has established formatting guidelines for master's projects. Projects are University Records, and as such, must conform to standardization in order to achieve consistency. It is your responsibility to check with your department and committee for the style manual required for your discipline.

Master of Science in Information Security

The MS Information Security is primarily for people who wish to extend their knowledge and pursue a career in Information Systems Auditing, Information Security, and Computer Forensics. The objectives of the program are: to use analytical techniques and information technology to evaluate preventative measures and adopt appropriate responses; to conduct audits of the Information Systems functions; to analyze forensic data in the context of legal systems; to prepare students for careers in Information Systems Auditing, Information Security, and Computer Forensics.

11 Courses- 31 units
- 10 Core Courses- 30 units
- 1 Culminating Experience- 1 unit

MSIS Comprehensive Exam Policy:

Faculty evaluating the comprehensive examination shall assign grades of A (pass), B (low) pass or F (fail) depending on the quality, completeness, and accuracy of the response. Students need to earn a pass or low pass on all 3 sections to pass the comprehensive examination.

If a student receives a fail grade on one section and a pass on all other sections, student must re-take only the failed section of the examination. The re-take of the failed section must take place the next time the examination is offered to allow time for necessary preparation for successful completion of this requirement. The student must earn a low pass or pass rating on the repeated section for successful completion of the comprehensive examination.

If a student receives a FAIL grade on any repeated section, student will have to retake the entire comprehensive examination (all three sections) the next time it is offered.

If a student has 2 or more fail grades OR one fail grade and one or more low pass grades, he or she will have to retake the entire comprehensive examination (all three sections) the next time it is offered to allow time for necessary preparation for successful completion of this requirement. The student must earn a low pass or pass rating on the repeated sections for successful completion of the comprehensive examination.

Students only have one attempt to re-take the entire comprehensive examination, for a maximum total of two attempts.

If a student earns a fail grade in any section of the exam in their second attempt, they have failed to demonstrate satisfactory completion of the comprehensive exams, a requirement of the MSIS degree. This will result in a dismissal from the program and the degree will not be granted.

The written comprehensive examination is normally scheduled approximately two or three weeks prior to the last day of instruction. The exam is not administered in the summer.

The duration of the written comprehensive examination shall be a total of three hours.

Master of Science in Accountancy

The College of Business Administration offers a Master of Science in Accountancy (MSA) for individuals wishing to pursue a career in Accounting. The objectives of the program are to: advance accounting knowledge and its role in organization and society, prepare students for professional opportunities in accounting, prepare students to respond to and effectively manage current conditions in the economy and the accounting profession, provide working professionals an opportunity to acquire and upgrade their professional accounting skills, prepare students for doctoral studies in accounting, and satisfy the State of California educational requirements for CPA licensure. Potential applicants are encouraged to check with the Accounting Department regarding program status.

General
11 Courses- 31 to 46 units
- 6 Core Courses- 18 units
- 4 Elective Courses- 12 units
- 1 Culminating Experience- 1 units
- Additional Requirements- students with non-business/ accounting backgrounds will be required to take foundation courses (up to 15 units)

Accelerated
11 Courses- 31 units
- 6 Core Courses- 18 units
- 4 Elective Courses- 12 units
- 1 Culminating Experience- 1units

MSA Comprehensive Examination Policy

The written comprehensive examination is based only on required courses. The comprehensive examination is a two-day examination. On each day, students select two sections/topics to answer. The duration of the written comprehensive examination shall be a total of four hours on each examination day.

Each faculty evaluating the comprehensive examination shall assign a grade of 0-100 scale depending on the quality, completeness, and accuracy of the response. Students need to earn an average of 70 points (letter grade of "C" or above) on all 4 sections/topics to pass the comprehensive examination.

If a student receives a fail grade on the comprehensive examination, student must re-take the entire comprehensive examination. The re-take must take place the next time the examination is offered to allow time for necessary preparation for successful completion of this requirement.

Students only have one attempt to re-take the entire comprehensive examination, for a maximum total of two attempts. If a student earns a fail grade in the examination in the second attempt, student has failed to demonstrate satisfactory completion of the comprehensive examination, a requirement of the MSA degree. This will result in a dismissal from the program and the degree will not be granted.

Master of Science in Business Analytics

The Master of Science in Business Analytics is a contemporary program developed to meet the emerging societal need for talents with both business and data science competences. The MSBA graduates are expected to lead future business innovation and organization changes with data-driven approach. The program provides comprehensive training in both theory and business applications, and covers topics such as fundamental and advanced statistics theory, data management, predictive analytics, social media analytics, optimization, and big data analytics etc.

12 Courses-33 units
- 11 Core Courses- 30 units
- 1 Culminating Project- 3 units

MSBA Business Analytics Project Policy

Third and final step in a three-course sequence of an innovative business analytics project as the culminating individual project experience. Finalize data analytics and generate insights from the data. Based on the project analysis result, students closely work with faculty advisor to develop process improvement and implementation procedures and make final recommendation to the business partners. Prerequisites for the business analytics project: GBA 6762, GBA 6210, GBA 6220, and GBA 6230.

Master of Science in Digital Supply Chain Management

The Master of Science in Digital Supply Chain Management is designed for business professionals who seek to have a mastery understanding of contemporary digital supply chain management. Graduates from this program will acquire in-depth supply chain functional area knowledge in procurement, production, logistics, warehousing, enterprise solution information systems, lean and six sigma, process improvement, and will be equipped with data management and analysis skills in ERP (SAP), predictive and customer analytics, and supply chain optimization. Teamwork, leadership, negotiation, and interpersonal skills are also essential parts of the program. The program will focus on supply chain value creation through holistic digital transformation views and will build contemporary supply chain technology competencies in graduates.

14 Courses-32 units
- 13 Core Courses- 31
- 1 Culminating Experience- 1 unit

DSCM Comprehensive Exam Policy

The in-person written comprehensive examination is based on the MSDSCM curriculum. The comprehensive examination is administered over a one-day period. Students will be tested on four sections/topics on the examination day over a duration of five hours.

Faculty evaluating the comprehensive examination shall assign a grade on a 0-100 points scale for each section, depending on the completeness and the quality of the responses. Students need to earn a minimum of 75 on each section/topic to pass the comprehensive examination.

If a student receives a fail grade (below 75 for any section/topic) in the first attempt, the student shall re-take the entire comprehensive examination the next time it is offered. Students shall re-take the comprehensive examination no more than once. If a student receives a fail grade again in the re-take attempt, the student shall be dismissed from the program and the degree shall not be granted.

Master of Science in Digital Marketing

The Master of Science in Digital Marketing is intended to produce marketing science/analytics specialists who need to acquire the skills necessary in the increasingly digital economy. The digital economy is revolutionizing the way companies market their products and services and how market research is conducted to gather data about consumers and generate insights from the data. The graduates of this program will be able to generate insights about consumers, create digital marketing programs (email, social media, mobile marketing, and search engine marketing), and measure their effectiveness based on their understanding of consumer psychology, behaviors, and knowledge in marketing channels (online and brick and mortar). The program will also balance the graduates' digital marketing implementation skills with modern data analytic skills beyond traditional primary data collection methods. The program will emphasize effectively analyzing customer data and generating an effective data-informed digital marketing strategy.

14 Courses- 34 units
- 13 Core Courses- 32 units
- 1 Culminating Experience- 2 units

MSDM Project Policy
Capstone courses focusing on generating insights from data and planning and execution of digital marketing strategy; emphasis on synthesizing all the knowledge about digital marketing for optimal marketing mix, and critical evaluation of the clients' firms' marketing and business environment as a backdrop of research.

ASSESSMENT

The College of Business Administration is committed to assuring the quality of its graduate programs, and assessment of program-level learning goals is an important part of this process. Assessment activities are carried out in some in selected courses. These typically include assignments, tests, and peer evaluations, and their impact on course grades is at the discretion of the instructor. The purpose of assessment is to ensure that learning goals are being met at the program level, and to identify opportunities for quality improvement.

For more information on the learning goals for each program, the assessment process and rubrics related to assessment, visit the CBA SGSB Website.

These learning goals for Master of Business Administration (MBA), Master of Science in Information Security (MSIS), Master of Science in Accountancy (MSA), Master of Science in Business Analytics (MSBA), and Master of Science in Digital Marketing (MSDM) are shown below:

MBA Learning Goals

Goal 1: Communication Skills – Students completing the MBA program will be able to communicate effectively both orally and in writing.
Goal 2: Analytical and Problem-Solving Skills – Students completing the MBA program will be able to use analytical techniques and information technology to solve business problems.
Goal 3: Functional Knowledge – Students completing the MBA program will demonstrate knowledge of fundamental principles in business disciplines and the ability to integrate knowledge across disciplines.
Goal 4: Global Perspective – Students completing the MBA program will understand the impact of globalization on the business environment.
Goal 5: Ethical Awareness – Students completing the MBA program will be aware of ethical issues and responsibilities in business environment.
Goal 6: Teamwork, Interpersonal, and Leadership Skills – MBA graduates will be able to work effectively in teams and apply leadership skills towards the achievement of a common goal.

MSIS Learning Goals

Goal 1: MSIS graduates will demonstrate knowledge in information security to solve business problems.
Goal 2: MSIS graduates will demonstrate knowledge in IT auditing to solve business problems.
Goal 3: MSIS graduates will demonstrate knowledge in digital forensics to solve business problems.

MSA Learning Goals

Goal 1: Communication Skills- Students completing the MSA program are able to communicate effectively, both orally and in writing.
Goal 2: Analytical and Problem-Solving Skills- Students completing the MSA program are able to use critical thinking and frameworks needed to solve business problems and make accounting-related decisions.
Goal 3: Functional Knowledge- Students completing the MSA program will demonstrate knowledge of fundamental principles in accounting and ability of identifying current issues in diverse areas of accounting theory and practice.
Goal 4: Ethical Awareness- Students completing the MSA program are aware of ethical issues and responsibilities in business environment.

MSBA Learning Goals

Goal 1: Communicate business analytics problems, methods, and solutions coherently, i.e. business storytelling.
Goal 2: Select and apply appropriate methodology and analytical tools for the analytics problems at hand.
Goal 3: Illustrate business analytic solutions with cross functional views.
Goal 4: Evaluate and lead changes in organizations using data analytics.

DSCM Learning Goals

Goal 1: Effectively communicate critical internal and external problems and solutions throughout the supply chain process
Goal 2: Synthesize concepts and decision-making principles in manufacturing, logistics, procurements, and other supply chain activities to business practices
Goal 3: Evaluate and solve management challenges in manufacturing, logistics, procurement, and other key supply chain functions
Goal 4: Integrate enterprise management systems, data analytics methods, and other decision support tools to make supply chain decisions.

MSDM Learning Goals

Goal 1: Plan and execute an effective digital marketing program.
Goal 2: Explain the role of online consumer psychology and behaviors in generating insights from data or designing digital marketing plans.
Goal 3: Build solutions/models that would strategically address digital marketing problems.
Goal 4: Create value-added marketing strategies based on insights from data.
Goal 5: Communicate effectively to develop strong, 'trusted-advisor' relationships with clients.