Program Learning Objectives
MS Business Analytics

The purpose of the USC Marshall School of Business Master of Science in Business Analytics is to develop students for work in a sector of the business analytics profession. A Master of Science graduate majoring in Business Analytics can expect to achieve the following learning objectives:

- Our graduates will have a strategic understanding of business analytics and be able to take into account the relationships between this discipline and other areas of business to make holistic judgments when analyzing business situations.

- Our graduates will demonstrate critical thinking skills, making the intellectual connection between quantitative and qualitative tools, theories and context to properly and effectively solve problems and make decisions, as well as develop new and innovative business opportunities to strategically navigate the complex demands of the current and dynamic national and international business environments.

- Our graduates will utilize interpersonal and leadership skills to be highly effective business managers and leaders; demonstrating self-awareness, emotional intelligence, curiosity, visionary and strategic thinking, teamwork, reflection and knowledge transfer skills.

- Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.

- Our graduates will effectively communicate using business specific terminology in written and verbal form and facilitate information flow in a variety of organizational, social, and intercultural contexts.