ALBERTA SCHOOL OF BUSINESS

# MMA

**Master of Management Analytics**

UNIVERSITY OF ALBERTA

## TERRITORIAL ACKNOWLEDGEMENT

The University of Alberta acknowledges that we are located on Treaty 6 territory, and respects the histories, languages, and cultures of First Nations, Métis, Inuit, and all First Peoples of Canada, whose presence continues to enrich our vibrant community.

# Message from the Dean

## Welcome to the Master of Management Analytics (MMA) program at the Alberta School of Business!

As the Dean of the Alberta School of Business, I am proud to introduce you to this cutting-edge program designed to equip you with the skills and knowledge essential for thriving in today's data-driven world. Thanks to advances in artificial intelligence, information technology, engineering — and online scrolling habits — the availability of data today has skyrocketed. Yet a surprising fact is that less than a quarter of companies actually consider themselves data-driven.

The importance of harnessing a program like MMA cannot be overstated. The MMA program has a place here, and so do you. We'll be counting down the days — and look forward to launching into a data-driven future with you.

Dean Vikas Mehrotra,
Alberta School of Business

# Lead the way with our Master of Management Analytics degree

The Master of Management Analytics (MMA) provides you with advanced knowledge and analytical skills required for making data-driven business decisions.

In this immersive program, you'll learn cutting-edge concepts and practices designed to keep you at the forefront of emerging fields including artificial intelligence, analytics, machine learning and more. You'll be ready to design, lead and execute data-driven projects across organizations.

## Leading With Purpose

Top 5 in Canada

Home to 40,000+ students & 300,000+ alumni

#1 in Canada for AI research

Top 150 in the world

Home to 4,500+ business students & 33,000+ business alumni

AACSB accredited

## Alberta School of Business

The Alberta School of Business is one of Canada's leading business schools, offering undergraduate, graduate, doctorate and executive education programs. Today, it is consistently ranked among the best in the world for research, teaching and community involvement. The school is also the first and longest continuously accredited business school in Canada. Accreditation by the Association to Advance Collegiate Schools of Business (AACSB) represents the highest standard of achievement for business schools worldwide and stands as a testament to the diversity of programs, research strength and career development of alumni.

## Edmonton

The capital city of Alberta ranks as Canada's fifth-largest municipality, with a metropolitan population over one million. The city is known for its cultural diversity, vibrant economy and a growing AI hub, it's a place where people come together to build, create and innovate for the better. Edmonton is home to Alberta Machine Intelligence Institute, one of Canada's three national AI Institutes, a testament to our city's commitment to be a leader in innovation.

# Your MMA, your way

Offered in two streams – 12 months without an internship or 16 months with an internship – MMA graduates emerge equipped with the technical knowledge and pragmatic skills needed to succeed in today's competitive job market.

Our curriculum is designed to include hands-on projects, collaborative group learning and case studies, giving you the opportunity to apply classroom knowledge and techniques to solve real-world business challenges.

## Growing Career Opportunities

There is a growing demand for management analytics roles requiring advanced knowledge in artificial intelligence, machine learning and data analytics. The Alberta School of Business fully capitalizes on its location as a thriving hub for artificial intelligence and machine learning. The city is home to numerous organizations, including Amii, AltaML, and others, fostering a reputation for artificial intelligence and machine learning excellence.

## Experiential Learning

To promote applied learning, our program integrates numerous hands-on projects and provides exposure to real business data and analytics software through our work-integrated learning components. You'll develop robust analytics tools and techniques essential for making data-driven decisions. With intimate class sizes, real-world case studies and dynamic in-class discussions, you'll engage in stimulating classroom conversations, enriching your overall learning experience.

## PROGRAM OUTLINE

Students must complete 11 core courses along with 2 elective courses. This includes a capstone course, which provides the opportunity to apply academic learning to real-world challenges.

## CORE COURSES

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|---|---|
| **MMA 600:** Bootcamp coding | **MMA 601:** Business Foundations and Strategic Decision Making |
| **MMA 602:** Data Visualization and Business Communications | **MMA 603:** Machine Learning for Business I |
| **MMA 604:** Database Fundamentals for Business Analysts | **MMA 605:** Statistics Analytics and Causal Inference |
| **MMA 606:** Machine Learning for Business II | **MMA 607:** Prescriptive Analytics |
| **MMA 608:** Business Applications of Artificial Intelligence | **MMA 609:** Responsible AI & Ethical Issues in Data Analytics |
| **MMA 610:** Analytics Capstone Project | |

## ELECTIVE COURSES

| | |
|---|---|
| **MMA 611:** Accounting Analytics | **MMA 612:** Financial Analytics |
| **MMA 613:** Operations and Supply Chain Analytics | **MMA 614:** Marketing Analytics |
| **MMA 615:** Healthcare Analytics | **MMA 616:** Strategy Analytics |

# Career and work integrated learning

## CAREER WORKSHOPS

**Our Careers and Work Integrated Learning (CWIL) team is here to support you in your journey through the MMA program. Our CWIL team hosts workshops and seminars on topics including:**

### LinkedIn
Profiles that perform and using them effectively for your job search

### StrengthsFinder
Optimizing your own and your team's strengths

### Networking with purpose
Even introverts can do it

### Level up
Understanding how to position yourself for promotion

### Storytelling
Building your compelling story and how it relates to brand

### Wellness
How are you feeling? Mental wellness at work

### Building resilience
How to manage change in the new world

> *The career services available to our students are diverse, thought provoking, and motivational. We provide activities and lessons centered around personal branding, career management, as well as overall growth and development.*

**PAUL TAYLOR**
Career Coaching & Education Lead

Business students Nimra and Matthew walking to class at the U of A.

## TUITION AND FEES

The total tuition for this professional degree program is approximately $40,800 plus non-instructional fees*. Fees are assessed by term and will be spread out over the program.

*Fees for students requiring a study visa are approximately $60,000. Visit **uab.ca/mma** for the most up to date fee information.*

## SCHOLARSHIPS AND AWARDS

All students admitted into the Master of Management Analytics program would be automatically considered for entrance awards. Awards would be based on academic performance coming into the program. Students would also be eligible for other graduate awards.

# Ready, set, apply!

## ADMISSIONS

The MMA is an intensive program, and we look for students with strong academic performance in their undergraduate courses.

## APPLICATION REQUIREMENTS

To be considered for admission, you must have:

- An undergraduate degree from an accredited post-secondary institution in a STEM or business discipline
- A GPA of 3.0 or higher based on last 60 credits or 2 years of study
- Proof of English language proficiency

- A PDF copy of your academic documents (transcripts, degree certificate)
- Your resume
- 1-page statement of intent
- 2 references (academic, professional or extra-curricular)

## IMPORTANT DEADLINES

Applications open on October 1st and close on May 1st (or March 1st for applicants requiring a study visa). The earlier you apply, the quicker you'll receive an admission decision. You can complete and submit your application online at **uab.ca/mma**.

# MASTER OF MANAGEMENT ANALYTICS

**uab.ca/mma**

## ASK US

**You've got questions, and we've got advisors.**

Email: **mmabiz@ualberta.ca**
Phone: **780.492.3946**
Toll free: **1.866.492.7676**

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