



IBU

International  
Business  
University  
Toronto

# MBA in Financial and Management Analytics



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# MBA in Financial and Management Analytics

This program focuses on business analytic tools, including artificial intelligence and machine learning. Students will develop professional knowledge and skills in applying analytics and AI in assisting critical business decision making.

This course will also cover practical use of the latest financial and management analytics tools. This program will enable students to make effective evaluations of different analytics applications and learn how to utilize them for various business sectors.

## Key Facts:

### Program length:

4 Terms – 16 Months

### Intakes:

September, January, May

(42 Credit Hours with Capstone Project Work)

## Why Choose This Specialization?

- Learn from experts on how to collect, clean, analyze, visualize and communicate data using various tools and platforms, such as Excel, R, Python, Tableau, and Power BI.
- Master the skills and techniques to model, forecast, and optimize financial and management outcomes, such as profitability, risk, valuation, budgeting, pricing, inventory, quality, and customer satisfaction.
- Understand the role of data and analytics in supporting strategic decision-making, innovation, and entrepreneurship in different contexts.
- Participate in applied learning activities, such as workshops, competitions, consulting projects, and industry certifications.

## Career Outcomes:

- You will be ready for careers in multinationals, financial institutions, scaling companies and government agencies that want to maximize their use of technology and data as a strategic competitive advantage.
- You will also have the option of pursuing further studies and research in financial technologies.

## Curriculum Overview

CURRICULUM	MBA in Financial and Management Analytics	M	S	RM	C	P	A	L
FOUNDATIONS	TERM 1							
	Financial Management	✓		✓	✓			
	Business Analytics	✓		✓				
	Organizational Behaviour: Leading in a Diverse Environment	✓		✓	✓	✓		
	Marketing and Social Media	✓		✓	✓			
	TERM 2							
	Communications, Interpersonal Skills, and Negotiation	✓			✓	✓		
	Strategy (Technology Management)	✓		✓	✓		✓	
	Information Technology and Digital Transformation	✓						
	Management and Marketing Analytics #	✓	✓	✓				✓
SPECIALIZATION	TERM 3							
	Regulatory Environments, Ethics and Sustainability*	✓				✓		
	Financial Analytics and Projections**	✓	✓	✓	✓		✓	✓
	Predictive Analysis for Decision Making**	✓	✓	✓	✓		✓	✓
	Research Methods	✓	✓	✓	✓		✓	✓
	Business Planning	✓		✓	✓		✓	✓
Financing and Valuing Ventures	✓	✓	✓	✓		✓	✓	
APPLICATION – CAPSTONE (pick 1)	TERM 4							
	Consulting Project	✓	✓	✓	✓	✓	✓	✓
	Business Plan Development	✓	✓	✓	✓	✓	✓	✓
	Major Research Paper	✓	✓	✓	✓	✓	✓	✓

# foundation for the specialization,

\* program required,

\*\* specialization required,

\*\*\* pick 2, at least 1 from these 3 electives.

 Curriculum is subject to regular review and changes as needed.

# MBA Student Journey

Embarking on your MBA journey is an exciting and transformative experience

## MASTERING FUNDAMENTALS

During your first semester, you will dive into the core principles of business that will serve as the foundation for your future success. In this initial semester, you will build up your foundation knowledge of doing business in a contemporary setting.

Financial Management will equip you with the necessary financial knowledge and skills to navigate the complex world of business finance. Business Analytics will hone your ability to analyze big data and make informed business decisions. Organizational Behavior in a Diverse Environment will enhance your ability to lead and strive within an inclusive and diverse workplace. Marketing and Social Media will introduce you to the latest knowledge about marketing and promotion tactics necessary to build a strong brand presence in the digital age.

## DRIVING CHANGES

As you progress into the second term, you will focus on driving effective changes within organizations for technological innovation. Communication skills will teach you effective ways to convey your message and influence others. Negotiation skills will enable you to navigate complex business deals and resolve conflicts. Strategy will provide you with the innovative approaches and techniques to formulate and implement successful business plans. Information technology and digital transformation will explore the role of technology in driving innovation and growth. Studies about global trade and economics will broaden your understanding of international business and the complexity of global economy.

## SPECIALIZATIONS IN SKILLS

Following the completion of the first two semesters, you will have the opportunity to specialize in your chosen field. Whether it is entrepreneurship, financial analytics, or global business venturing, you can tailor your studies to align with your career goals and passions. Such specialization will allow you to delve deeper into your chosen specialization to gain advanced knowledge and expertise as an agile business executive.

Finally, you will culminate your MBA journey through completion of your capstone project. This project will challenge you to apply everything you have learned throughout your studies to solve a real-world business problem. It will be a culmination of your interdisciplinary knowledge and practical skills, demonstrating your readiness to make a meaningful and positive impact on the business world.

This institution has been granted consent by the Minister of Colleges and Universities to offer this program for a five-year term starting April 4, 2023. Prospective students are responsible for satisfying themselves that the program and the degree will be appropriate to their needs (e.g., acceptable to potential employers, professional licensing bodies or other educational institutions.)