

Enterprise Analysis and Research

Program Learning Outcomes

Learning outcomes represent culminating demonstrations of learning and achievement. In addition, learning outcomes are interrelated and cannot be viewed in isolation of one another. As such, they should be viewed as a comprehensive whole. They describe performances that demonstrate that significant integrated learning by graduates of the program has been achieved.

The graduate has reliably demonstrated the ability to

1. Identify, collect, organize, manipulate and analyze data to support problem solving, organizational decision-making and opportunity identification.
2. Utilize current technologies to manipulate data sets, correlate information and communicate results in order to support strategic decisions.
3. Prepare and present complex materials visually, verbally, in writing and digitally for a variety of audiences, purposes and levels of detail using specialized software.
4. Conduct data analysis and research in a respectful and ethical manner that protects privacy and maintains dignity to all involved.
5. Use statistical and predictive models that employ operational and marketing data to identify patterns and provide insights to stakeholders.
6. Apply enterprise intelligence, analytics and big data tools appropriate to organizational problems, data movement, and system workloads to support evidence-based decision-making.
7. Examine enterprise practices to determine opportunities for process optimization.
8. Apply project management principles to gather information, build solutions and sustain analytics projects.