



Rotman School of Management
UNIVERSITY OF TORONTO

Rotman Master of Management Analytics

2018 | 2019

**Master of
Management
Analytics**



A World of Opportunity

The field of management analytics is evolving at a fast pace. Owing to recent advances in computational power and data availability, there is a growing demand for qualified professionals who can organize, interpret, and create actionable insights from a wealth of information.

For students looking to break into this exciting field, the Rotman School of Management introduces its Master of Management Analytics (MMA). At once both a theoretically rigorous and highly experiential degree, the MMA is designed to help you gain the advanced analytical and managerial skills you need to shape future business decisions. In just nine months of intensive study, you will learn the newest and most innovative practices in management, and gain the confidence you need to communicate with clients about their real-world business challenges.

As the top business school in Canada, the Rotman School is well positioned to accelerate your career in management analytics. We have strong links to industry, regularly hosting speaker series by leading figures from the world of business, politics and academia on campus.

Unlock your potential as an analytics expert, and see what Canada's top business school can do for you.

Tiff Macklem
Dean, Rotman School of Management

ROTMAN RANKS

#1 BUSINESS SCHOOL IN CANADA FOR THE PAST 11 YEARS*

#3 IN THE WORLD FOR FACULTY RESEARCH**

UNIVERSITY OF TORONTO RANKS

#1 UNIVERSITY IN CANADA** #22 UNIVERSITY IN THE WORLD**

* Financial Times Global MBA Ranking, 2017

** Times Higher Education World University Rankings, 2017

Rotman **MMA**

Our program is designed to give you the advanced data management, analytic, managerial and communication skills you need to become an analytical professional in just nine months.



"People with the skills to analyze and interpret data and apply it to solve business problems are highly sought after. These are exactly the skills you will learn in the Rotman MMA."

Susan Christoffersen

Vice-Dean, Undergraduate and Specialized Programs

Management analytics is a rapidly-advancing field, with vast amounts of data available to businesses of all sizes and industries. However, this data is only powerful when it is interpreted and applied to solve business problems.

Our program will provide you with the skills, knowledge, tools and techniques you need to be successful in this field. Our professors include both renowned scholars and seasoned field practitioners. The balance of academic rigour and real-world insights will help ensure you are career-ready on graduation.

Throughout the program we will look at the real-world application of data and how it can positively impact business. You will also have the opportunity to engage with current practitioners through guest speakers and the MMA Advisory Board.

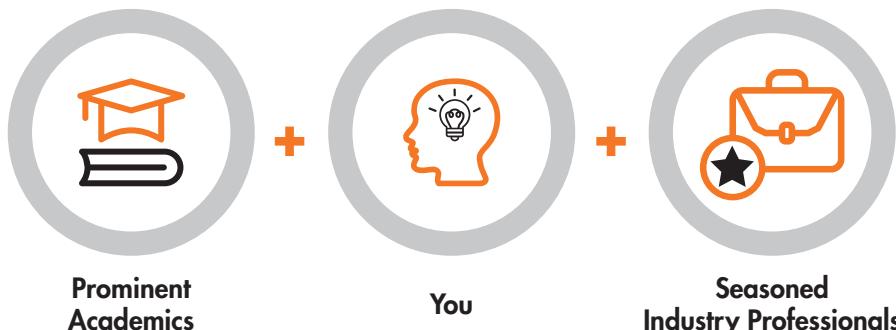
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**LEARN MORE ABOUT
THE PROGRAM**

uoft.me/MMA

Curriculum At a Glance

The curriculum of the nine-month MMA program is designed in partnership with industry in order to meet the changing requirements of this fast-evolving industry.



INTRODUCTION

4 weeks

- Strategic use of analytics in key management functional areas
- Data and Business Decisions: what to look for in the data

ANALYTICAL TOOLS & TECHNIQUES

13 weeks

- Structuring Data for Analytics: data preparation and visualization
- Predictive Analytics for Business Decisions: proper use of "workhorse" analytical tools
- Big Data Tools: segmentation, prediction engines, text analytics, and more
- Analytics Colloquia A: current trends and analytical tools

Colloquium

A series of mini-courses throughout the program expose you to current trends and topical issues. These will include topics such as Hadoop, Spark, deep learning, data governance and security and analytics for fraud detection.

MANAGERIAL USES OF ANALYTICS

13 weeks

- Decision Analysis and Spreadsheet Modeling: probabilistic, simulation and optimization
- Analytics-based Customer Relationship and Value Management
- Optimizing Marketing Effectiveness through Analytics: measurement, attribution and planning
- Analytics in Operations and Supply Chain Management
- Analytics in Accounting and Finance
- Analytics Colloquia B: current trends in managerial applications of analysis

CAPSTONE PROJECT

Throughout the program, starting after introduction

You will work in a team to solve a real management problem using data. The project will consist of two key parts:

1. Understanding the managerial context of the problem, and designing the structure and components of the analytical data set.
2. Presenting multi-tool integrative analysis of the managerial problem and effective communication of the results to the business panel.

Career Preparation

We judge our success on your success, and will support you in achieving your career goals. At Rotman, you will gain access to a suite of career services and a lifelong toolkit designed to prepare you for the job market.

Career Opportunities

Once you graduate, you'll find a wide range of career opportunities available. High-level analytical skills are in demand in a wide spectrum of managerial disciplines, including strategic consulting, finance, healthcare, life sciences, government, retail, marketing, web analytics, telecommunications and banking.

The dedicated Career Services team for the Master of Management Analytics program will provide support through:

- Individual career counseling
- Professional development workshops
- Online career resources

Professional Certification

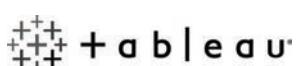
You will be supported and encouraged to write professional certification exams for organizations such as SAS and INFORMS during the program.

Self-Development Lab

Sessions in small groups help to develop your communication, professional and interpersonal skills. The feedback-based learning style allows you to improve your skills immediately and serves to complement your theoretical learning in the classroom.

Tools

A strong software toolkit is essential for an analytics professional. During the program you will use a range of tools, including:



Getting In & Getting Started

The Master of Management Analytics is a practical degree designed for quantitatively strong students who have recently completed undergraduate studies. When reviewing applications we are looking for:



Quantitative Proficiency



Computational Proficiency



Communication Skills



Passion For Analytics

Academic Achievement:

Four-year degree in a relevant program such as (but not limited to), computer science, statistics, mathematics, engineering, physical science, economics or commerce.

Minimum B average is required across courses in the final year, however most students admitted will have a higher GPA.

Quantitative and Computational Proficiency:

Applicants must demonstrate proficiency in computer science, linear algebra, calculus, probability and statistics. Proficiency can be demonstrated through university-level courses taken in the four subject areas listed above with a minimum B grade in the relevant course work.

Proficiency can also be demonstrated by project work or employment using these quantitative tools or by a combination of courses where these quantitative tools are applied in other subject areas. Other evidence of a high level of quantitative and/or computational proficiency may also be acceptable on a case-by-case basis, with sufficient evidence provided.

Communication Skills:

Applicants are expected to demonstrate effective oral and written communication skills. These will be showcased through an online application with an essay question, two video questions and a timed written response. Interviews will be conducted by invitation.

Tuition Fee

Domestic Tuition: \$46,000

International Tuition: \$63,000

***NOTE: No offer of admissions will be made to the program pending final approval of the Ministry of Advanced Education and Skills Development.

Application Deadlines

First Round Application Deadline:
November 28, 2017

Second Round Application Deadline:
February 15, 2018

Next Steps

Create your online profile with us so you can stay informed and easily register for our upcoming admissions events.

Create your profile at:
getstarted.rotman.utoronto.ca

Contact Us & Learn More

To meet one-to-one with our admissions team or if you have questions, we invite you to contact us:

MMA@rotman.utoronto.ca

Rotman

www.rotman.utoronto.ca/mma