MBAN

Master of Business Analytics
September 2025 Admission

SOBEY BUILDING

EQUIS ACCREDITED AACSB ACCREDITED PRME

sobey.smu.ca/mban

Sobey School of Business
Saint Mary's University

Fuse your passion for data science and business to drive organizational value

The **Master of Business Analytics (MBAN)** program is meticulously designed to address the growing demand for skilled professionals in business analytics and artificial intelligence (AI). This program equips students with cutting-edge expertise and practical knowledge, emphasizing the development, evaluation, refinement, and implementation of AI-powered analytics solutions to transform data into actionable insights, driving business innovation and success.

What sets the **MBAN program** apart is its exceptional value for professionals aiming to excel in the fast-paced, AI-driven business landscape. A unique feature of the program is its **dual credential**, which includes a **Graduate Diploma in Health Data Analytics** at no additional cost. Additionally, students who meet specified academic and professional criteria are eligible for an **8-month paid internship**, offering hands-on experience with AI-driven tools and methodologies, strengthening their expertise and establishing a solid foundation for a successful career in business analytics and AI.

The **MBAN program** seamlessly integrates and emphasizes the following core competencies:

- **Business Analytics and AI:** Mastery of descriptive, predictive, and prescriptive analytics, alongside cutting-edge artificial intelligence techniques.
- **Technical Proficiency:** Advanced programming skills, proficiency in computer languages, and expertise in 2D and 3D data visualization.
- **Data Governance and Ethics:** A comprehensive understanding of data governance, security, and privacy principles to ensure ethical practices and secure data management.

AACSB & EQUIS accredited

A mark of quality, and a distinction achieved by only 1% of business schools worldwide.

90% placement rate

internship and employment placement before graduation

Embedded Diploma and Professional certificates

- Graduate Diploma in Healthcare Data Analytics
- Six IBM Micro-Credentials
- Certified Business Analysis Professional (CBAP)

PRME champions

Sobey School is one of a select group of schools designated as PRME Champions in the Principles for Responsible Management Education initiative of the United Nations.

Admissions

The nature of the program requires strong mathematical and data analysis skills. The following are required for consideration for admission:

- Undergraduate degree from an accredited university with strength in mathematics, computer science, business, economics, engineering or science. Including at least one mathematics or statistics course that covers hypothesis testing and regression.

- At least a B average (3.0 GPA) or equivalent in the final 60 credit hours of the undergraduate degree.

- Strong English language proficiency is important for success in the program. Applicants whose first language is not English must demonstrate their English language proficiency as outlined in the Graduate Academic Regulation 1e with the following additional requirements:

  a. a TOEFL (iBT) score of at least 92 with no band below 20; or

  b. an IELTS score of at least 6.5, with no band below 6

- Relevant work experience is desired. Applicants will be required to submit an up-to-date curriculum vitae, indicating relevant work experiences.

- An interview may be required for further assessment, so applicants must agree to a virtual and/or in-person interview. The program representative will contact applicants if this is required.

Scholarship details

$5000 Entrance scholarships are available for highly qualified international applicants.
Four Dr. Robert P. Kelly Master of Business Analytics Scholarships are awarded each year, valued at $10,000 and are open to Canadian citizens or permanent residents of Canada.

Application deadlines

April 30: International applicants

August 1: Canadians/permanent resident applicants

Estimated program fees

Canadian students: **$35,000**

International students: **$49,500**

Fees subject to change

Questions?
Contact Sobey Graduate Programs Admissions
info.sobeygrad@smu.ca

Studying in Canada

As an international student, you are required to obtain a study permit issued by Immigration, Refugees and Citizenship Canada (1RCC) before you arrive in Canada. You may apply once you receive your official letter of acceptance from Saint Mary's University by email. Apply early for your permit as processing times can vary.

International students are permitted to work part-time (on- or off-campus) while studying in a full-time degree program. Additionally, international students may qualify for up to a three-year post-graduate work permit in Canada as part of the Canada Experience Class. The Saint Mary's University International Student Centre can assist you with the work permit process.

Questions?
visit **smu.ca/international/welcome**

Program details

The **MBAN program** is recognized as one of North America's leading graduate programs in analytics, offering unparalleled value for professionals aspiring to excel in the dynamic and rapidly growing field of **AI for business**. A distinguishing feature of the program is its dual credential, which includes a **Graduate Diploma in Health Data Analytics (GDHDA)** at no additional cost.

This comprehensive **42-credit-hour program** is designed for efficiency and impact, allowing students to complete their studies in just **16 months of full-time study** (4 semesters). The curriculum includes:

- **10 core courses** to build a strong foundation in analytics and AI,

- **5 elective courses** to tailor the program to specific interests or career goals, and

- **1 of 3 experiential learning pathways: Consulting, Research**, or a paid **Internship**, providing practical, hands-on experience to bridge academic learning with real-world application.

Required courses and electives include:

- Foundations of Professional Analytics
- Fundamentals of Programming and Database Management
- Ethics and Governance in Analytics
- Statistics and Predictive Modeling
- Prescriptive Analytics and Optimization
- Enterprise Data Management and Strategy
- Machine Learning and Artificial Intelligence

- Financial and Accounting Analytics
- Visualization and Data Mining
- Analytics in Action
- Marketing Analytics (elective)
- Business Consulting (elective)
- People Analytics and Leadership (elective)
- Operations and Supply Chain Analytics (elective)
- Healthcare Data Analytics (elective)

Internship Project (IP)

This experiential learning pathway will provide students with an opportunity to apply concepts and theories learned during the program in an organizational setting over four months. Students are assigned individually or in teams to a business or a not-for-profit organization to apply their knowledge and skills on real-world data and realize analytics projects under the co-supervision of a SMU faculty member and a qualified mentor at the partner organization.

Consulting Project (CP)

This experiential learning pathway will provide students with an opportunity to apply concepts and theories learned during the program while working as an in-house/in-residence consultant over a period of four months. Students are assigned individually or in teams to a client of the University's entrepreneurship centre and/or other centres to complete a consultancy project under the co-supervision of a SMU faculty member and a qualified mentor at a partner organization.

Research Project (RP)

This experiential learning pathway will provide students with an opportunity to apply concepts and theories learned during the program and acquire research skills and experience while working as a data analytics researcher over four months. Students are assigned individually or in teams to a research project under the supervision of a research active SMU faculty member. Interdisciplinary projects are particularly encouraged.

The Graduate Career Services Office for Graduate Programs at the Sobey School of Business will be responsible for identifying internship placements. Approval of the internships will be the responsibility of the Program Coordinator and the MBAN Faculty Council. While priority will be given to students' interests and preferences, if students' demand is over capacity for any of the three pathways in an academic year, students' ranking and assignment will be based on academic merit and professional experience.

Expand your network and career

As a member of the Sobey School of Business community, you will be based in Atlantic Canada's home for research excellence and knowledge mobilization. Our five active research centres explore cutting-edge topics in retail innovation, social impact measures, co-operative accounting and management, the economics of immigration and much more.

Sobey Research Centres

- David Sobey Centre for Innovation in Retailing and Services
- Atlantic Research Group on Economics of Immigration, Aging and Diversity
- Centre for Leadership Excellence
- Centre of Excellence in Accounting and Reporting for Co-operatives
- International Centre for Co-operative Management

Expand your network through on-campus and virtual events with leaders from diverse fields of research and practice. Meet and learn from the Sobey School's dynamic faculty members who are nationally recognized industry experts and active with the local and regional business communities.

As a graduate student at the Sobey School of Business, you will have access to the Graduate Career Services Office, which offers one-on-one coaching and skill-development support. We recognize that as an MBAN student, you are already a leader in your field and may not need the same career support as graduate students in other programs. Your Graduate Career Services experience can be customized to support your goals and can connect you to the industries you want to explore.

Sobey School of Business

Established in 1934 as the Faculty of Commerce at Saint Mary's University, the Sobey School of Business is Atlantic Canada's largest and most respected business school. Internationally respected, the Sobey School of Business holds both EQUIS and AACSB accreditation, an earned distinction held by only 1% of business schools worldwide. Here, you'll embark with over 2,200 students on a fast track to your future, with small class sizes, a close-knit campus and over 85 full-time faculty members.

With over 27 percent of undergraduate students and over 57 percent of graduate students originating from 75 different countries, the Sobey School of Business is widely admired as an institution that integrates and fosters global perspectives among its students and within the community. The Sobey School of Business, through active learning and the creation and mobilization of scholarships, prepares citizens of the world to lead entrepreneurial, sustainable businesses and communities.

- As a PRME (Principles of Responsible Management Education) Champion school, the Sobey School incorporates social and environmental responsibility into program curriculum and works to achieve the UN's Sustainable Development Goals.

- The Sobey School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB). AACSB-accredited schools have the highest quality faculty, relevant and challenging curriculum, and provide educational and career opportunities that are not found at other business schools.

- Sobey School faculty members are nationally recognized business experts who are actively engaged with research that impacts local, regional and international communities.

- The Sobey School of Business has earned the prestigious EQUIS accreditation, held by less than two percent of business schools worldwide. This achievement validates our commitment to the highest quality standards plus our emphasis on ethics, social responsibility and internationalization.

Saint Mary's University

Ideally located in the vibrant city of Halifax, Saint Mary's University is home to a diverse and inclusive community of over 6,500 faculty, staff and students, and boasts a global network of more than 55,000+ alumni. Founded in 1802, Saint Mary's is one of the oldest universities in Canada. We offer a unique experience, combining world-leading research with a close-knit community. Saint Mary's is known for its engaged faculty and students, entrepreneurial spirit and impactful research that reaches beyond campus walls and into the wider community. Our students, researchers and faculty share the desire to work towards a future that is inclusive, sustainable, diverse and resilient—a World without limits.

Graduate Studies and Research

Saint Mary's University is a dynamic research institution. Our Faculty of Graduate Studies and Research (FGSR) oversees 29 graduate programs (PhD, Master's, Diploma) in a stimulating intellectual community that spans all faculties, all joined in the pursuit of academic excellence through research.

About Halifax

Whether you're looking for vibrant city living with amazing culture, cuisine and nightlife or a more relaxed rural pace to find escape, Halifax is all about having the best of both worlds. Known the world over for its warm and welcoming people, Halifax is more than an all-access ocean playground: it's your key to a future filled with opportunity.

MONTREAL ·
TORONTO ·
BOSTON ·
NEW YORK ·

HALIFAX

Flight times

MONTREAL - 1 hr 29 min
TORONTO - 2 hr 05 min
NEW YORK - 2 hr 41 min
BOSTON - 1 hr 19 min

Student life

As a graduate student, you can get involved in several on- and off-campus activities as soon as you arrive in Halifax. The International Centre offers events throughout the year including ski trips, International Night, game nights, movie nights and Lunch n' Learns. In addition, there are over 40 active student societies on campus which students are invited to participate in such as Net Impact, Speak Up Society, MBA Society, Graduate Student Society and the Power to Change Society. Saint Mary's has a world-class fitness facility and a wide range of varsity and intramural sports. For more information and to learn about campus life visit: **smu.ca/campus-life**.

Graduate housing

For graduate students, and other eligible individuals, Saint Mary's University offers one and two-bedroom apartments. Housing is limited, so be sure to apply early. Additionally, the surrounding South End of Halifax offers student housing options in a vibrant urban setting. Here, you'll be close to campus, green spaces and great local life.