

Master in Business Alalytics – MASTER DEGREE PROGRAM (2024)						
Competency	Performance target	How Assessed	Where Assessed	When Assessed	Results	Improvements (Curriculum)
Direct Measures						
Theoretical knowledge	80%	1) Possession of in-depth knowledge of the theoretical aspects specific to the topic under analysis.	Thesis	Year 2, End of summer session, upon completion of studies		
Problem solving skills	80%	(1) Research methodology: presentation of the methodology, integration of the methodology in the paper, and formulation of the research objectives. (2) Presentation of the results obtained from the research.	Thesis	Year 2, End of summer session, upon completion of studies		
Communication skills	80%	1) Possession of the necessary communication skills to give a thorough oral presentation on a specific topic. 2) Writing the dissertation's thesis in accordance with academic and professional standards.	Thesis	Year 2, End of summer session, upon completion of studies		
Assesement abilities	80%	Use of critical and constructive thinking to analyze and provide relevant information for the decision making process	Thesis	Year 2, End of summer session, upon completion of studies		
Indirect measures						
New programme, 2023/2025 = first cohort						
Master in Business Alalytics – MASTER DEGREE PROGRAM (2025)						
Competency	Performance target	How Assessed	Where Assessed	When Assessed	Results	Improvements (Curriculum)
Direct Measures						
Theoretical knowledge	80%	1) Analyze, interpret, and evaluate core and advanced theories from the field, demonstrating critical understanding and the ability to integrate knowledge across subfields 2) Synthesize and critically evaluate theoretical perspectives to build a coherent and original conceptual framework aligned with the thesis topic	Thesis	Year 2, End of summer session, upon completion of studies	81,05%	Digital access to new databases (ZF Corporate, Bloomberg) to analyze theoretical implications of business transformations and apply conceptual models to real data. Embed case discussions related to societal transitions (from Communistic Totalitarianism to Liberal Democracy) to enhance contextual understanding of theory in applied social and economic frameworks.
						Academic year 2025/2026

Problem solving skills		1) Formulate SMART research objectives, select and justify the use of advanced, appropriate methodological tools, aligned with the research problem. 2) Analyze and interpret results critically, aligning findings with research objectives and offering evidence-based, original insights			85,09%	Offer mentorship programs with alumni and professionals (one-on-one) to apply research and analytical thinking to real-world organizational settings. Continue business simulations.	Academic year 2025/2026
Communication skills	80%	1) Organize, articulate, and deliver a coherent and structured oral presentation of the thesis, responding to questions clearly and effectively. 2) Compose, structure, and revise the written thesis using clear academic language and appropriate citation standards.	Thesis	Year 2, End of summer session, upon completion of studies	86,47%	Standardize assessment rubrics for both oral and written thesis components, emphasizing structure, clarity, coherence, and academic style. Expand participation in student scientific communication sessions to allow presentation and peer critique in a supportive academic context. Promote international collaborative projects (BIPs) involving intercultural communication, enhancing global articulation and listening skills.	Academic year 2025/2026
Assesment abilities	80%	1) Critically evaluate academic literature and theoretical frameworks, identifying gaps, contradictions, and limitations relevant to the research topic 2) Reflect on the contribution of the research by integrating theoretical and empirical insights and formulating original, evidence-based conclusions.	Thesis	Year 2, End of summer session, upon completion of studies	91,23%	Encourage case-based decision analysis exercises where students evaluate competing arguments, identify biases, and support conclusions with evidence. Promote social impact projects (e.g., AFF Green Challenge, FABIZ Student Club Christmas Fair) requiring reflective evaluation of outcomes and stakeholder implications. Collaborate with SAS and business accelerators to refine experiential learning modules where students design, justify, and assess innovative solutions under uncertainty.	Academic year 2025/2026
Indirect measures							
Application of Professional Competencies, dem	80%	Exit Survey (Field Employment Rates at graduation - students employed in fields corresponding or connected to area of specialization out of total no. of employed students)			70% Currently employed 10% Entrepreneurs 20% Searching employment		Academic year 2025/2026