COURSE SYLLABUS

Introduction to Management Analysis Course

Explore the role of management analysts and gain foundational skills in data analysis, problem-solving, and presenting findings effectively.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/introduction-to-management-analysis



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Course Outline

Module 1: The Role of Management Analyst

- Define the responsibilities and functions of a management analyst.
- Identify typical projects and scenarios analysts are involved in.
- Explore the skills and core competencies required for effectiveness in the role.
- Differentiate between staff and line roles in management analysis.

Module 2: Thinking Like an Analyst

- Apply structured approaches to define and analyze organizational problems.
- Use frameworks like problem description and fishbone diagrams to identify causes.
- Practice ordinal ranking to evaluate decision alternatives.

Module 3: Designing an Analytical Study

- Understand the purpose and process of management analysis studies.
- Develop clear research questions aligned with management concerns.
- Create detailed project plans with tasks, timelines, and data sources.

Module 4: Understanding Data

- Differentiate between primary and secondary data sources.
- Identify types of measurement scales and use operational definitions.
- Apply content analysis techniques to analyze textual data.

Module 5: Statistical Thinking

- Calculate and interpret descriptive statistics like mean, median, and mode.
- Construct and analyze frequency distributions and contingency tables.
- Use inferential statistics and confidence intervals to estimate population values.

Module 6: Collecting Primary Data

- Design observation methods for both human behavior and physical settings.
- Develop effective interview and questionnaire tools.
- Understand the strengths and limitations of each data collection method.

Module 7: Analyzing Secondary Data and Presenting Findings

- Plan and execute the analysis of secondary data sources.
- Develop and deliver a final report and presentation of findings.
- Review best practices for study closeout and documentation.