Broadwell School of Business and Economics

Course: BIDA 670: Advanced Analytics Project - Phase 1

University: Fayetteville State University

Title: University Ranking Analysis – Student Success Modelling

Professor: Burcu, Adivar

Project Team - 7

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**Project Proposal:** The U.S. News & World Report MBA ranking, while influential, faces criticism for its limitations and potential biases. This project aims to analyze this ranking through a critical lens, using data analysis to gain deeper insights. We will explore the methodology, relationships between criteria, and potential biases within the system. This analysis, along with the development of alternative approaches considering individual needs, will empower prospective students to make informed decisions beyond the limitations of any single ranking.

Our project will utilize publicly available datasets or manual data collection, adhering to ethical principles. We will employ various data analysis techniques like correlation analysis and regression modeling to understand the data and identify significant factors influencing rankings. The expected outcomes include a comprehensive analysis of the ranking system, insights into its limitations and potential biases, and the development of alternative evaluation methods that consider individual student needs. This project seeks to empower future MBA students with the knowledge to make informed decisions aligned with their unique aspirations and career goals.

**Goal:** The goal of this project is to critically evaluate the U.S. News & World Report MBA ranking system through data analysis. We aim to understand its methodology, identify potential biases, and explore how different factors influence program rankings. This will be achieved by analyzing publicly available data or ethically collecting data, utilizing various data analysis techniques, and ultimately developing alternative evaluation approaches that consider individual needs beyond the limitations of single rankings. This project seeks to empower prospective MBA students with informed and critical insights to make decisions best aligned with their unique aspirations and career goals.

**Project Outcomes:** Through this project, we expect to achieve a **multifaceted outcome** regarding the U.S. News & World Report MBA ranking system. Firstly, we will gain a **comprehensive understanding of its methodology and potential limitations,** potentially uncovering any inherent biases that might affect program rankings. Secondly, we will explore the **relationships between different ranking criteria**, providing insights into how these factors interact and influence the overall rankings. This analysis, coupled with the **development of alternative evaluation approaches** that prioritize individual student needs, will empower prospective MBA students to make **informed decisions beyond the limitations of any single ranking**. Ultimately, this project seeks to equip future MBA students with the knowledge and critical thinking skills necessary to navigate the complex landscape of program selection, ensuring they can choose the path that best aligns with their unique aspirations and career goals.