Businesses, governments, and institutions across the globe are collecting and analyzing unprecedented amounts of data. Big data is opening new paths to innovation and productivity for organizations able to use their potential to direct strategic, operational, and tactical decisions.

The Master of Science in Strategic Analytics offers comprehensive education in data analysis. Studying predictive, descriptive and prescriptive analytics, students gain technical expertise in data management and analysis. By studying the organizational value of data analysis, students will prepare to offer organizations a bridge between data management and strategic decision making.

**GRADUATES ARE PREPARED TO:**

- Leverage technology to evaluate and apply analytic tools and techniques to manage large sets of data, distributed data, and cloud-based data.
- Integrate leadership and communication skills with information technology, information management, and data science to maximize business intelligence and decision making.
- Design innovative, cross-functional data analytics solutions for applied business strategies.
- Identify and assess the opportunities, needs and constraints for data collection, measurement, tracking, analysis, reporting and overall management within a strategic organizational context.
- Identify ways in which data can be analyzed, interpreted, reported and applied to solve or prevent existing or new business problems.
- Communicate the value of strategic analytics as it relates to an organization’s bottom line through both revenue increase and expense reduction.
- Bridge the gap between data and business by effectively communicating analysis results to drive strategic decisions and direction.
- Lead analytics teams and projects.
STRATEGIC ANALYTICS STUDENTS:
- The median age for the program’s students is 39.
- Program population is comprised of 77% male and 23% female.
- Number of states our students represent: 16.
- Most represented states: Massachusetts, Arizona, North Carolina, New Jersey, and New York.
- 0 graduates yet, the program was launched in September 2013.
- 39 students are currently working towards this degree.

OUR STUDENTS WORK OR HAVE WORKED AT PRESTIGIOUS ORGANIZATIONS SUCH AS:
- Cigna Healthcare
- Coca-Cola Refreshments
- EMC
- Intel Corporation
- Microsoft Corp
- Safeway Inc
- United States Navy
- Verisign

REQUIRED COURSES
- Business Intelligence, Analytics and Decision Making
- Foundations of Data Science and Analytics
- Strategic Analytics and Visualization for Big Data
- Statistics and Data Analysis
- Social, Web and Marketing Analytics
- Organizational Leadership and Decision Making
- Data Governance, Security, Quality, and Ethics

ELECTIVES (SELECT 3)
- Predictive Analytics
- Special Topics in Strategic Analytics
- Data Analysis and Decision Support for Health Informatics
- Data Warehousing and Data Mining
- Advance Health Care Data Analytics
- Foundations of Project Management
- Securing Virtualized and Cloud Infrastructures
- Decision and Knowledge Management
- Cloud Computing
- Professional Communications
- Enterprise Content Management
- Database Management

Connect with an Enrollment Advisor today to discuss your interest or make a plan to apply. Call us toll free: 800-618-4681 or apply online.