

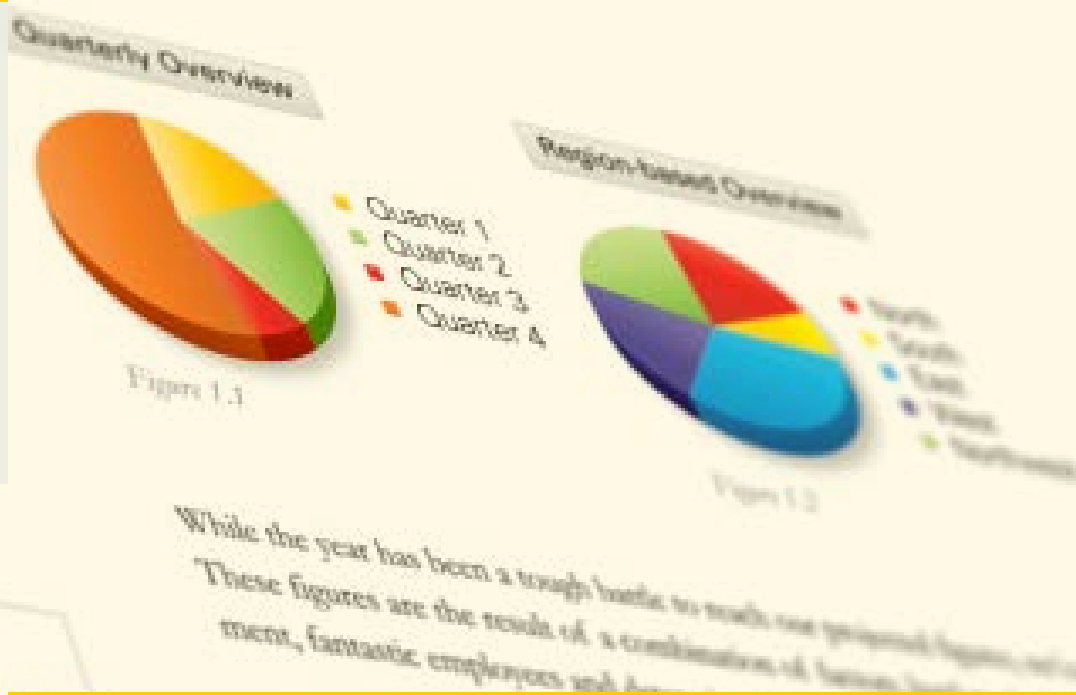


Flexible, Applied, Master's Degrees
Designed with You in Mind. Join our
Community of Online Learners.

Master of Science in Strategic Analytics

“When I started to look for graduate programs, I had been out of school for 11 years. I have a very demanding job, so I needed a program that fit into my already busy lifestyle. **The curriculum was complete! They covered everything I could ask for, and I was able to use materials taken directly from the courses at my current position.**”

— Lydia Cotto Cora, GPS PPM Student



Businesses, governments, and institutions across the globe are collecting and analyzing unprecedented amounts of data. The world already faces a shortage of analysts capable of designing and executing complex analysis on these ever-growing data sets, and that shortage will continue to grow as data collection expands exponentially. 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 two important areas: the management and analysis of large data sets and the business application of data analysis. Studying predictive, descriptive and prescriptive analytics, students gain technical expertise in data management and analysis. At the same time, 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:

Learning Online at Brandeis, Graduate Professional Studies

- Courses are designed to fit your busy schedule
- Interact with classmates and instructors through rich and engaging online discussions
- Small class sizes allow for individualized instruction and timely feedback
- Industry-leading faculty create customized original course content
- Applied course activities provide relevant skills in your field
- Student Advisors provide personalized support

- 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.

FACULTY

LEANNE BATEMAN, MA, PMP, CSM, CIP, MCTS, is the Academic Program Chair for Strategic Analytics. She is the principal consultant with Beacon Strategy Group, a Boston-based management firm specializing in project management services.

CYNTHIA PHILLIPS, PHD, is the Academic Program Chair of the Brandeis University IT Management, Information Security, and Health and Medical Informatics Master's Programs.

PHILIP HOLBERTON, BA, CPA, is the founder of Holberton Group Inc. - a business advisory firm specializing in strategic, organizational and executive coaching. He has more than 20 years of executive experience in companies such as General Cinema Theatres, Cambridge Neuroscience and many more.



WHY BRANDEIS GPS

Brandeis University's Division of Graduate Professional Studies focuses on delivering online, applied, Master of Science degrees to working professionals looking to build skills in flourishing, global industries. We pride ourselves on offering the right balance of practice and theory, with an emphasis on practicality.

- Learn online, quality unsurpassed
- Engage industry leaders in small class sizes
- Earn a master's in innovative and applied programs
- Entrepreneurial programs designed with you in mind
- Individualized attention
- Apply or just take a course
- Collaborate with diverse groups of professionals

PROGRAM LAUNCHED IN FALL 2013 TO MEET INDUSTRY NEEDS

- Forrester Research's Definition of Big Data: "Big Data is the frontier of a firm's ability to store, process, and access (SPA) all of the data it needs to operate, make decisions, reduce risks, and serve customers."
- Consider this: IBM has created an entire new product division around this phenomenon called Big Data Products.
- Strategic Analytics, by any other name might be Big Data Analytics, or Predictive Analytics, with a projected employment growth of over 29% for the next seven years.
- The research firm Markets and Markets predicts that the global big data market will show a 26 percent compound annual growth rate from 2013 to 2018, jumping from \$14.87 billion this year to \$46.34 billion by 2018,
- A McKinsey & Company report projects a shortfall of between 140,000 to 190,000 "deep analytical" big data professionals by 2018.
- Cloud Computing Conference in May 2012, arranged by Goldman Sachs, Shaun Connolly stated that "Digital Data is The New Industrial Revolution"
- Forrester Research estimated that a firm's data is growing about 40-50 percent annually, but the average enterprise only captures about 25-30 percent of that.

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)

- Professional Communications
- Data Analysis and Decision Support for Health Informatics
- Advance Health Care Data Analytics
- Securing Virtualized and Cloud Infrastructures
- Decision and Knowledge Management
- Predictive Analytics
- Special Topics in Strategic Analytics
- Database Management
- Data Warehousing and Data Mining
- Cloud Computing
- Enterprise Content Management

Connect with an Enrollment Advisor today to discuss your interest or make a plan to apply. **Call us at 781-736-3447, toll free 800-618-4681 or apply online.**



Brandeis University
Graduate Professional Studies

Brandeis University, Graduate Professional Studies
415 South Street, Mailstop 084, Waltham, MA 02453
Phone: (781) 736-3447 Toll Free: (800) 618-4681
Email: gps@brandeis.edu www.brandeis.edu/gps