Why GPS?

- Brandeis standards of excellence
- Convenient, flexible, fully online
- Seminar-style classes
- Average class size of 12
- Faculty from industry
- Professional connections
- One-on-one advising
- Finish in 18 months

Why this program?

Uncover critical data for improving student learning.

Developed with industry experts, this program will equip you to:

- Inform instructional approaches through the analysis of large sets of learning data.
- Apply business intelligence principles and strategic analytics to improve student performance and retention.
- Evaluate legal and ethical implications of using educational data.

Required courses:

- Digital Ethics and the Legal Landscape of Instructional Design
- Learning Analytics
- Business Intelligence, Analytics and Strategic Decision Making
- Statistics and Data Analysis

Electives (Select 1):

- Managing Learning Experience Design Projects
- Marketing and Customer Analytics

As this field continues to evolve, it’s more important than ever to use the technology and data we have available to understand and, ultimately, enhance the learning experience.

— Brian Salerno, Director of Online Learning and Instructional Design at Brandeis GPS