

BrandDNA

Villanova University

Online MSA



VILLANOVA
UNIVERSITY

Villanova School of Business

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Online MSA

Intelligent Business.

Join the analytics revolution and transform the business world.

The amount of data in our world has been growing exponentially. Businesses big and small are generating, capturing and utilizing more data than ever before. Analytics are being used to better understand organizational performance, gain insight into the global marketplace and drive business planning. Analytics experts who can extract, analyze, interpret and make confident decisions from data are in demand. The Villanova Master of Science in Analytics (MSA) will educate you to use data to make informed, intelligent business decisions which will give you and your organization a competitive advantage.

Establish Your Place at the Forefront of Business Innovation

For experienced professionals or those new to the industry who are ready to develop expertise in the skills, technologies, applications and practices that are redefining the business world, the online MSA program from the Villanova School of Business can provide the educational foundation for lasting success.

The online MSA utilizes a practical, real-world approach that focuses on helping professionals learn how to not only understand and organize data but also to use data to analyze complex, real-world business problems and define their unique place in the rapidly growing field of business analytics.

Led by the same world-class faculty who teach in our campus-based programs, these leaders have extensive business experience in analytics, statistics, mathematics, computer science and business and bring industry expertise into the online classroom. This expert faculty is also incredibly engaged and accessible to students, facilitating a high-touch learning environment that focuses on the current practices that are shaping the business world. Students in the Villanova School of Business online MSA program become part of a distinguished learning community created to cultivate the next generation of global business leaders who recognize that social responsibility and ethics are an integral part of business leadership. This rigorous and innovative business analytics degree is for forward-thinking and responsible professionals who want to thrive as decision makers and thought leaders in the business world.

Unique Selling Propositions

1. The Villanova online Master of Science in Analytics is custom built from the ground up, with Fortune 500 executive input, in response to industry needs and the growing demand for highly skilled analytics professionals.
 - a. **Analytics is Smart Business** – Analytics is the next frontier for innovation, competition, and productivity.
 - i. It fuels business growth.
 - ii. It informs decision makers.
 - iii. It provides a competitive advantage.

- b. **We're in the Midst of an Information Explosion** – The amount of data in our world is at an all-time high and exponentially growing. As a result, analytics experts are in demand across the business world in almost every industry.
 - c. **This is a Comprehensive, Applied Analytics Education** – This online analytics program exposes students to the whole continuum of business analytics from data collection through analysis through implementation and use.
 - i. This program focuses on how data analysis impacts the business world and how it can be used to drive business and decision making.
 - ii. Through application-based courses, students learn how analytics can be used throughout an organization.
 - iii. This program features a curriculum that students can apply to work with big data across large organizations or industries or with small data specific to one business, department or application.
 - d. **Expertise** – The online Master of Science in Analytics is ***supported by the Center for Business Analytics, one of VSB's six Centers of Excellence***. The Center is governed by an impressive group of industry executives from such companies as Exelon, PPL Plus, Bank of America, Air Products, IBM, Nielsen, KPMG, Macy's, Aramark, SAP, Pfizer Nutrition, North Highland and Johnson & Johnson.
2. This program is taught from a business perspective, and the curriculum was developed with insight from professionals from across the field of analytics. This multidisciplinary underpinning provides students with a solid foundation to apply across a broad variety of business applications.
- a. **Smart business practices are developed from analytics.** Better business decisions are made using analytics. Learning how business and analytics are interrelated is an essential component of this curriculum.
 - b. **Strong analytics have a solid foundation** – Mathematics and statistics play an important fundamental role in many analytics techniques. Learning to understand and deploy software that uses mathematical and statistical principals to analyze and interpret data is critical to obtaining accurate and relevant outcomes.
 - c. **Analytics decisions are only as good as the quality of the data.** Understanding how data are structured and organized is critical to facilitate business analytics.
3. This is a flexible, high-quality program designed to deliver the Villanova experience in an online format.
- a. **Faculty** – The faculty of the Master of Science in Analytics program are world-class educators with industry experience who bring real life case studies and knowledge from different areas of analytics into the classroom. They are actively conducting research and consulting in the business world. Students

learn from the very analytics experts that are defining the future of the profession.

- a. **Flexible** – Flexible and accommodating, the Villanova online MSA program is designed to fit into a student’s busy life. Coursework is completed 100% online.
- b. **Relationship** - The VSB faculty actively interact with students throughout the online program. The course structure and design supports a high-touch learning environment that helps build connections between students and faculty and facilitates open exchange and communication. The program features small classes (limited to 20 students) and focuses on the most important areas of applied business analytics.
- c. **Support** – Through a dedicated and experienced group of administrators, online MSA students receive the personalized and individual assistance they need to succeed in the program. VSB also offers extensive professional development and career support services.

Value Propositions

1. Villanova School of Business – VSB is an internationally recognized School of Business with talented faculty and leaders who excel in research, teaching and curricular innovation.

- a. **Faculty** – VSB is a community of scholars who provide formal business training and prepare students to become ethical contributing members of society.
- b. **Industry Connection** – There are six Centers of Excellence at VSB that support faculty research, teaching excellence and curricular development at the intersection of research and business practice. Through the support of the Center for Business Analytics, the online MSA program includes industry projects, including a final capstone project.
- c. **Personal Approach** – The program provides a personalized, individual approach to education – small class sizes (20 students per online section), ability to develop strong relationships with peers and faculty, and very responsive support staff.
- d. **Accreditation** – This advanced analytics program is offered by the AACSB accredited Villanova School of Business. AACSB is the premiere international accrediting agency for business programs.
- e. **Nova Nation** – The Villanova network of students, alumni, parents, supporters and friends runs wide and deep. Villanovans consistently support each other – academically, professionally and personally.

2. Rankings

- a. *U.S. News & World Report* has ranked Villanova University #1 in the “Best Universities - Masters Category in the Northern Region” for over a decade.

- b. Ranked #17 in the nation by US News & World Report for online business graduate programs
- c. VSB's undergraduate business program is ranked #15 in the nation by *Bloomberg BusinessWeek* and #2 for overall academic quality.
- d. *Additional Rankings:*
<http://www1.villanova.edu/villanova/business/about/rankings.html>

3. Career Growth and Opportunity

- a. A May 2011 McKinsey report forecasts that by 2018 there will be “a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts (needed) to analyze big data and make decisions based on their findings.” (www.mckinsey.com/mgi)
 - i. 60% potential increase in retailers’ operating margins possible with big data
 - ii. 1.5 million more data-savvy managers needed to take full advantage of big data in the United States

- b. Analytics professionals are in demand in every industry across the world.
 - i. Finance
 - ii. Healthcare
 - iii. Marketing
 - iv. Government
 - v. Non-profit
 - vi. IT
 - vii. Sales
 - viii. Manufacturing

Target Audience

1. Business and technical undergraduate students who recognize the career opportunity that business analytics provides.
2. Recent college graduates with a background in engineering, computer science, math or other technical fields. Graduates with a technical background who want to better understand business or develop a business focus.
 - Based on data from the National Center for Education Statistics (NCES), approximately 150,000 individuals graduate with engineering, mathematics, statistics, economics, management information systems (MIS), computer information systems (CIS) or information science degrees every year, providing a sizable potential prospective student audience.
3. Mid-career professionals working in analytics who want an advanced education to solidify their educational credentials. Given the nascency of the field, many of these individuals may have never received formal training and rely solely on skills learned through their professional experience.
 - Some possible occupational titles that individuals in this audience may hold include budget analyst, cost estimator, market research analyst, financial analyst, management analyst, actuary, computer systems analyst, mathematician, statistician, operations research analyst or database administrator. Together these occupations include some 980,510 individuals that have previously attained a bachelor's degree, meeting the minimum educational requirement for entry into a master's level degree program. Additionally, the majority of occupations included in this target audience are projected to grow at rates well above the national average for all occupations (14.3%), indicating both a growing pool of possible prospective students from which to draw enrollments as well as careers for graduates of a MSA program to begin or continue upon their completion of the program.
4. Mid-career professionals who are interested in changing or developing an area of focus or are interested in changing careers completely.
 - Professionals working in a field where analytical and/or quantitative skills are highly valued may be interested in the online MSA as a way to boost their career prospects or gain a specific skill set.

All individuals, regardless of category, want to expand their professional network and value the strength of the community which they are joining. They seek to become members of a distinctive group of professionals in a diversity of industries around the world.