



Master of Science in Applied Data Analytics is best defined as Data Storytelling – helping managers build presentation skills with a brief illustration, a three minute story and a big idea.

This new online or on-campus program addresses the growing demand for a deeper understanding of data analytics among administrative staff and managers in any field.

The Master of Science in Applied Data Analytics degree provides decision-makers in any field with a broad focus on understanding and the transformation of analyzing data to problem solve, critically consider and develop solutions to organizational problems and opportunities. Additionally, this program was developed in collaboration with SAS™, a premier, longtime trusted leader in analytics. The collaboration with SAS™ allows students access to two opportunities to include SAS™ University Edition software (for the duration of the program) at no charge. Also, built into the course work, Averett and SAS™ have joined to give students a joint certificate.

Goals and Course Topics

Effective leaders must demonstrate effective communication skills emphasizing proper techniques for analytical presentations, problem solving ability of complex business decisions, quantitative literacy, critical thinking in seeking solutions to complex business problems and analytical decision making. Our Applied Data Analytics program will help you develop these skills and qualities and equip you to lead and manage organizations of any size.

Format

This program is formatted for intense study and accelerated completion online or on campus. You will take one six-week course at a time, two per term with three terms per year – which allows for degree completion in less than 20 months. Small classes allow for productive discussions and personal attention from your instructor.

Who This Program Is For

This program is for recent graduates from regionally accredited undergraduate programs to longtime professionals looking for a competitive edge, new skills and opportunities to best use data informed practice.

We prefer working professionals whose official transcripts show a 3.0+ GPA in their last 60 credits of bachelor degree study. However, the Graduate Admissions Committee may provisionally admit students who earned less than a 3.0 as undergraduates if they can maintain a minimum grade of “B” in their first four business courses.

CORE COURSES & CREDITS

COURSE #	COURSE TITLE	CREDITS
IDS 501	Principles of Adult Learning	1
ADA 501	Thinking Analytically	3
ADA 502	Foundations of Analytics for Management	3
ADA 503	Applied Data Mining	3
ADA 504	Advanced Applied Descriptive Analytics for Decision Making	3
ADA 505	Advanced Applied Predictive Analytics for Decision Making	3
ADA 506	Applied Web Analytics	3
ADA 507	Applied Sentiment Analytics for Decision Making	3
ADA 508	Voice Analytics in Decision Making	3
ADA 509	Applied Contemporary Issues in Data Analytics	3
ADA 510	Analytics Capstone Course/Project	3

TOTAL CREDITS REQUIRED FOR GRADUATION 31

Courses and requirements subject to change