

# APPLIED ANALYTICS, M.S.

Saint Louis University's online Master of Science in Applied Analytics is designed for working professionals for present or future roles that involve analytics. It combines the interaction of technology with human and organizational structures to support knowledge discovery, management and dissemination.

Students in the program will learn statistical and analytical techniques for analyzing datasets of various sizes. Students will design and implement analytics projects to solve complex organizational problems using evidence obtained systematically from multiple sources. Additionally, students will be able to communicate complex data effectively, and gain project management, leadership and organizational development skills.

Students will join a community of academics and practitioners from around the world, providing the opportunity to learn from a network of peers. Students represent a wide range of academic and professional backgrounds.

## Curriculum Overview

SLU's online Master of Science in Applied Analytics immerses students in a comprehensive and applied curriculum exploring the underlying data science, information technology and business of analytics.

This online master's degree is a 36-credit program designed for working professionals wishing to pursue a professional master's degree in the analytics field, while maintaining part- or full-time employment. With courses offered entirely online in accelerated eight-week terms, this program makes advanced education more accessible for working professionals.

Using the latest video capture and discussion board technology, students meet and collaborate with instructors and classmates in both synchronous and asynchronous online formats – meaning students can access course content 24/7 without having a specific mandatory class meeting time. To ensure individual attention and mentoring by distinguished faculty, courses will never have more than 20 students.

A unique aspect of the program is the ability to earn a graduate certificate that complements a master's degree, often without taking additional credits. This allows students to tailor the program to their specific interests.

## Careers

SLU's M.S. in Applied Analytics provides students with skills in data mining, data visualization, predictive analytics, design and implementation of analytics projects and data management. Graduates from this program are ready to discover the patterns within large quantities of data and provide insightful recommendations that inform organizational decision-making.

Recent trends in the job market data and experts' predictions indicate that the job market for data analytics, business analytics and similarly named skill sets will grow in the future.

## Admission Requirements

- Minimum undergraduate GPA: 3.00
- Applicant must be employed on at least a part-time basis (20 hours or more per week) and have at least three years of work experience

- Completed coursework in the following areas:
  - At least one course in information systems/technology or a programming language.
  - At least one basic statistics or research methods course.
- Skills in using business productivity software and understanding of basic level software installation and troubleshooting procedures.

Applicants who have a GPA that is less than 3.0 will be considered on a case-by-case basis, by considering the strength of the remaining components of their application.

Students missing any of the above prerequisites will be permitted to fulfill them through the School for Professional Studies prior to acceptance into the program.

## Application Requirements

- Application form and fee
- Transcript(s)
- Three recommendations submitted using the Applicant Evaluation Form.
- Résumé
- A 500-word personal statement articulating why a master's degree is needed within present or future career and how the program will help meet that need.

## Requirements for International Students

All admission policies and requirements for domestic students apply to international students along with the following:

- Demonstrate English Language Proficiency (<http://catalog.slu.edu/academic-policies/office-admission/graduate/english-language-proficiency>)
- Proof of financial support must include:
  - A letter of financial support from the person(s) or sponsoring agency funding the time at Saint Louis University
  - A letter from the sponsor's bank verifying that the funds are available and will be so for the duration of study at the University
- Academic records, in English translation, of students who have undertaken postsecondary studies outside the United States must include the courses taken and/or lectures attended, practical laboratory work, the maximum and minimum grades attainable, the grades earned or the results of all end-of-term examinations, and any honors or degrees received. WES and ECE transcripts are accepted.

## Application and Assistantship Deadlines

Students should apply for the fall semester by July 1 and for the spring semester by Nov. 1.

To be considered for an assistantship, apply by Feb. 1.

## Review Process

Applications are reviewed by a committee of School for Professional Studies faculty members.

## Scholarships and Financial Aid

For more information, visit the student financial services office online at <http://finaid.slu.edu>.

## Learning Outcomes

1. Graduates will be able to employ research methodologies appropriate for the field of analytics
2. Graduates will be able to assess evidence to draw reasoned, ethical conclusions.
3. Graduates will be able to implement analytics systems that facilitate context-appropriate decision making.
4. Graduates will be able to utilize effective discipline-specific argumentation skills.

## Requirements

Code	Title	Credits
<b>Graduate Core Courses</b>		
Graduate core requirements (p. 2)		12
<b>Foundation Courses</b>		
AA 5000	Foundations of Analytics	3
AA 5100	Information Retrieval	3
AA 5200	Visualization, Feedback and Dissemination	3
AA 5250	Project Management	3
<b>Electives</b>		
Select three of the following:		9
AA 5300	Advanced Analytics	
AA 5750	Contemp Issues in Analytics	
Elective	Student's choice outside of program	
Elective	Student's choice outside of program	
<b>Applied Research Project</b>		
AA 5961	Applied Analytics Master's Project - I	1
AA 5962	Applied Analytics Master's Project - II	1
AA 5963	Applied Analytics Master's Project - III	1
Total Credits		36

## Continuation Standards

Students must maintain a cumulative grade point average (GPA) of 3.00 in all graduate/professional courses.

## Graduate Core Courses

Code	Title	Credits
ORLD 5010	Contemporary Organizational Leadership	3
or ORLD 5000	Organizational Dynamics	
ORLD 5050	Ethical, Evidence-Based Decision Making	3
AA 5221	Applied Analytics & Methods I	3
AA 5222	Applied Analytics & Methods II: Survey Approaches	3
or AA 5223	Applied Analytics & Methods II: Experimental Approaches	
Total Credits		12

## Roadmap

Roadmaps are recommended semester-by-semester plans of study for programs and assume full-time enrollment unless otherwise noted.

Courses and milestones designated as critical (marked with !) must be completed in the semester listed to ensure a timely graduation. Transfer credit may change the roadmap.

This roadmap should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor/mentor each semester. Requirements, course availability and sequencing are subject to change.

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
<b>Fall 1</b>		
AA 5000	Foundations of Analytics	3
<b>Fall 2</b>		
ORLD 5050	Ethical, Evidence-Based Decision Making	3
		Credits
		6
<b>Spring</b>		
<b>Spring 1</b>		
AA 5221	Applied Analytics & Methods I	3
<b>Spring 2</b>		
AA 5222	Applied Analytics & Methods II: Survey Approaches	3
or AA 5223	Applied Analytics & Methods II: Experimental Approaches	
		Credits
		6
<b>Summer</b>		
AA 5300	Advanced Analytics	3
		Credits
		3
<b>Year Two</b>		
<b>Fall</b>		
<b>Fall 1</b>		
AA 5200	Visualization, Feedback and Dissemination	3
<b>Fall 2</b>		
AA 5750	Contemp Issues in Analytics	3
		Credits
		6
<b>Spring</b>		
<b>Spring 1</b>		
AA 5250	Project Management	3
AA 5961	Applied Analytics Master's Project - I	1
<b>Spring 2</b>		
AA 5100	Information Retrieval	3
		Credits
		7
<b>Summer</b>		
AA 5800	Simulation and Modeling	3
AA 5962	Applied Analytics Master's Project - II	1
		Credits
		4
<b>Year Three</b>		
<b>Fall</b>		
<b>Fall 1</b>		
ORLD 5010	Contemporary Organizational Leadership	3
<b>Fall 2</b>		
AA 5963	Applied Analytics Master's Project - III	1
		Credits
		4
		Total Credits
		36