Online Master of Science in Analytics (MSA)
Dear Prospective Student,

The use of information to make effective decisions is fast becoming an essential business strategy. This shift has led to a surge in demand for analytics professionals. Today people who can transform data into actionable intelligence are highly sought after in the workplace. The Master of Science in Analytics (MSA) from the Villanova School of Business prepares you to analyze data, which, in turn, can help you succeed in your career.

In keeping with our 170-year history of academic excellence and staying true to our Augustinian and Roman Catholic roots, the cutting-edge online MSA program is thoughtfully constructed. Our program is designed to provide the same high-quality and highly individualized educational experience as our on-campus programs and is delivered by the same industry experienced faculty. The comprehensive curriculum includes big and small data concepts that can be applied across large organizations or industries or to one business, department, or application. In short, the MSA program prepares you to succeed across the business analytics spectrum.

On behalf of the Villanova School of Business, I would like to personally invite you to apply for admission to our new Master of Science in Analytics online program. For more information, contact an Enrollment Advisor at 1-866-803-0920.

Sincerely,

Michael L. Capella, PhD
Associate Dean, Graduate & Executive Programs
Villanova School of Business
Leveraging Analytics Is Smart Business
Decode Data. Discover Patterns. Deliver Results.

In today’s digital economy, the ability to collect large amounts of quantifiable data and transform it into actionable intelligence is a key factor in successfully competing in the global marketplace. As a result, data—and the analytics experts who understand how it can be leveraged—are in high demand. That’s why now is the perfect time to earn your Master of Science in Analytics online from Villanova University.

Offered through the AACSB-accredited Villanova School of Business, our online MSA program is expertly designed to expand your proficiency in the latest analytics technologies, applications and practices that are actively reshaping the business world. The program’s rigorous and comprehensive curriculum is taught by VSB’s world-class faculty of experts in business, analytics, statistics, mathematics and computer science—all of whom bring real-world expertise directly into your online classroom.

Choose Villanova’s online Master of Science in Analytics and you can:

• Expand your knowledge in all areas of analytics: data management, business intelligence, and predictive and prescriptive modeling.

• Learn how to use “big data” to understand market trends, drive smart and sustainable business decisions, remain competitive and optimize performance.

• Earn your master’s degree in a flexible and convenient format from an academic institution with a national and international reputation for producing highly sought-after graduates.

• Acquire the advanced expertise to establish your place in the field of business analytics.

• Cultivate the professional acumen to serve as the bridge between the technical and business worlds.

• Gain access to networking opportunities through Villanova’s extensive community.

Ready to get started or have questions? Call 1-866-803-0920 to speak with an enrollment advisor today.
Curriculum

The 33-credit hour Master of Science in Analytics program consists of 10 foundation and core courses, plus an application-based practicum project to be completed during your capstone course. The program consists of five semesters—each of which is divided into two terms. You will take one or two courses per term and can finish in as few as 20 months.

Courses for this flexible program are offered year round, and the convenient, 100% online format allows you to earn your degree in the shortest time possible while balancing the demands of work and family. The structure and design of each course in the program supports a high-touch learning environment that facilitates open exchange and communication. Small classes help build connections between peers and allow faculty to provide individual support to each student.

<table>
<thead>
<tr>
<th>COURSE LISTING</th>
<th>CREDIT HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>Data Models and Structured Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Multivariate Data Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Enterprise Data Management</td>
<td>3</td>
</tr>
<tr>
<td>Business Intelligence</td>
<td>3</td>
</tr>
<tr>
<td>Analytical Methods for Data Mining</td>
<td>3</td>
</tr>
<tr>
<td>Analytical Methods for Text &amp; Web Mining</td>
<td>3</td>
</tr>
<tr>
<td>Analytical Methods for Optimization and Simulation I</td>
<td>3</td>
</tr>
<tr>
<td>Analytical Methods for Optimization and Simulation II</td>
<td>3</td>
</tr>
<tr>
<td>Advanced Business Applications</td>
<td>3</td>
</tr>
<tr>
<td>Analytics Practicum</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total: 33 credits**
Admission Requirements

To be eligible for this program, you must provide the following materials:

• Completed online application
  - Resume
  - Two essays
• Official transcripts from all institutions attended
• Two letters of recommendation
  (professional or academic)
• GMAT or GRE score (recommended)
• TOEFL, transcript evaluation and interview
  (international applicants)

In addition, all incoming students must have completed an undergraduate or graduate statistics course and earned a minimum grade of B.

Students can begin the degree program in the Fall or Spring semesters.

Accreditation

The Villanova School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB)—the premier accrediting agency for business programs.

Rankings

• U.S. News & World Report ranked Villanova School of Business #6 in the “Best Online Graduate Business Programs” annual ranking for our online Master of Science in Church Management degree program.
• U.S. News & World Report has ranked Villanova University #1 in the “Best Universities - Masters Category in the Northern Region” for over two decades.
• U.S. News & World Report has ranked Villanova University #1 in the “Best Value Schools - Northern Region.”
• Forbes ranked Villanova University in the top 100 of “America’s Top Colleges”.

Ready to get started or have questions?
Call 1-866-803-0920 to speak with an enrollment advisor today.
About the Villanova School of Business

The Villanova School of Business is a premier educational institution that offers undergraduate, graduate and executive education programs. Founded in 1922, VSB is known for academic rigor, creativity and innovation, hands-on and service learning opportunities, a firm grounding in ethics and an applied education that prepares students to become outstanding leaders and global citizens within the ever-changing, complex, and fast-paced world of business.

About Villanova University

Villanova University, a co-educational Roman Catholic institution, was founded by the Order of Saint Augustine in 1842 in Villanova, Pennsylvania. A premier institution of higher education, Villanova provides a comprehensive education rooted in the liberal arts; a shared commitment to the Augustinian ideals of truth, unity and love; and a community dedicated to service to others. We are committed to providing a challenging educational experience which prepares graduates for successful careers and rewarding lives.

Ready to get started or have questions? Call 1-866-803-0920 to speak with an enrollment advisor today.