

WHY DATA SCIENCE AND BUSINESS ANALYTICS?

Data science is a fast-growing science, technology, engineering, and mathematics (STEM) field that spans areas of computing, statistics, and operations research to drive business value. Business analytics is concerned with the process of transforming data into insights for making better and timely (actionable) decisions.

There has arisen incredible demand for individuals that can synthesize meaningful narratives from data to transform all aspects of an organization. This expertise is critical to transforming organizations into data-driven businesses and is rapidly becoming a key requirement for success in the 21st century.

“Turning a world full of data into a data-driven world [is difficult practice].”
-McKinsey Global Institute

1,152 Unfilled analytics jobs within 100 miles of Wayne State University as of February 2021
-Mltalent.org

Estimated amount big data analytics can raise annual manufacturing GDP by 2020.
-McKinsey Global Institute

\$270B

“As data grows more complex, distilling it and bringing it to life through visualization is becoming critical to help make results of data analyses digestible for decision makers.”
- Jim Anderson, CEO, Urban Science

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WAYNE STATE UNIVERSITY



**DATA SCIENCE
& BUSINESS ANALYTICS**
GRADUATE PROGRAM

#WARRIORSTRONG

A PARTNERSHIP BETWEEN THE COLLEGE OF ENGINEERING
AND THE MIKE ILITCH SCHOOL OF BUSINESS



We prepare you for a successful career path *and not just your next project.*

ABOUT THE PROGRAM

Trained by world-class faculty, under the stewardship of a strong Industrial Advisory Board, the Data Science and Business Analytics master's program will walk students through each stage of the analytics pipeline that enables one to collect, clean, understand, model, and report data analyses.

Most importantly, students will be trained in leading models and successfully getting them "operationalized" into the day-to-day process and work-flows of the organization.

Our goal is to provide a dynamic interdisciplinary curriculum and training for graduates to move into business and hit the ground running.

Graduates are prepared to apply the practical knowledge and skills they have gained in computing, databases, statistics, analytics, operations research and business to immediately benefit their employers.

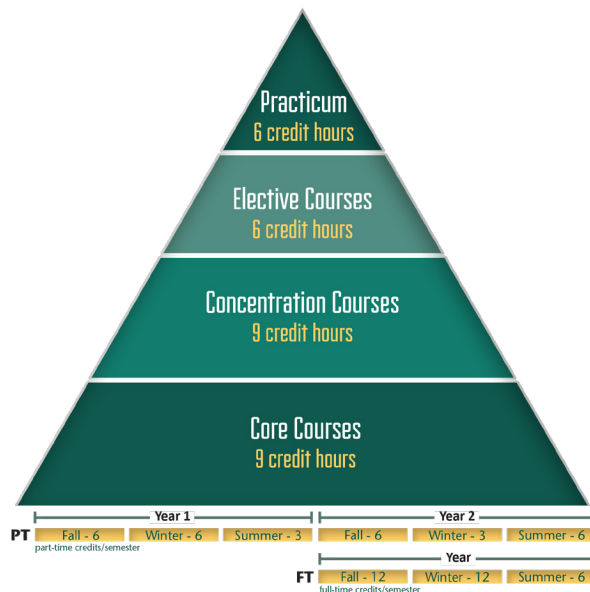
CURRICULUM

The Master of Science program in Data Science and Business Analytics offers three disciplinary concentrations: advanced analytics, data computing and data-driven business.

The program offers flexibility and convenience by allowing students to complete the program full-time or part-time. Courses are mostly offered in the evening.

Base curriculum (all concentrations)

- Core courses:
 - Advanced Analytics
 - Data Computing
 - Data Driven Business
- 3 concentrations courses
- 2 elective courses
- Data Science and Business Analytics practicum consisting of a final project with industry



EXAMPLE CONCENTRATION COURSES

- Data Mining
- Data Modeling Management
- Decision Analysis & Simulation
- Econometrics
- Machine Learning
- Marketing Analytics
- Modern Databases
- Social & Collaboration Networks
- Statistical Methods for Data Science and Analytics



ADMISSION REQUIREMENTS

- Meet admission requirements for WSU Graduate School
- GPA of 3.0 or better for regular admission
- Students with undergraduate degrees in engineering or business from an accredited college of university
- Students from all STEM disciplines will be considered for admission on a case-by-case basis
- GRE/GMAT score
- Industry experience is valued

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