

Earn a Master of Science in Analytics Online from American University Kogod School of Business

Program Overview

Offered through the AACSB-accredited Kogod School of Business, the online Master of Science in Analytics program is designed to train and develop professionals to use data to solve a variety of organizational challenges and influence key business decisions.

Curriculum Overview

The online MS in Analytics program focuses on the important relationship between business and analytics strategy. The interdisciplinary curriculum aims to develop a comprehensive understanding of statistics, strategic decision-making, and data visualization through hands-on course work.

Students have the opportunity to concentrate their studies by choosing electives that align with their goals or can choose one of the following focus areas:

**Business
Foundations**

Cybersecurity

Finance

Consulting

**Self-
Designed**

Program Requirements

- 33 total credits
- 2 in-person practicums
- 12–15 months to complete

Core Courses

- Managerial Statistics
- Management Information Systems
- Database and Big Data
- Business Insights through Analytics
- Predictive Analysis
- Business Intelligence

Class Profile

- 31 average age
- 6 years of average work experience
- 48% female
- 40% minority students*

The information reflects enrolled students as of June 2019.

*This information includes underrepresented minorities: Hispanic/Latino, black or African American, non-Hispanic/Latino, and American Indian or Alaska Native students, as well as two or more races, when one or more are from the preceding racial and ethnic categories.

Learn more about the online MS in Analytics by visiting
onlinebusiness.american.edu/programs/analytics

Key Competencies

The program's curriculum builds a strong foundation in analytics through these key competencies:

Data Isolation and Mining

Learn experimental design methods including developing statistical techniques, collecting and analyzing appropriate data, and making informed decisions.

Practical Application

Complete a capstone project with one of our partners and gain experience using analytical tools to solve problems our partners are facing.

Visualization and Communication

Use tools like Tableau and Excel and develop the oral and written communication skills needed to communicate conclusions to non-experts in an easy-to-understand and actionable way.

Technical Skills

Cultivate skills in multiple database programs, including R, SQL, and Hadoop, and apply them to solve business problems.

Student Experience

Benefits of earning an MS in Analytics in our flexible online program include:

- maintaining current job responsibilities while earning a degree and immediately applying the skills learned at work
- attending live classes from anywhere via the Zoom platform
- learning alongside a diverse group of classmates who live and work all over the world
- gaining hands-on experience at two in-person practicums
- receiving the same personal and academic support services as on-campus students



Where Are Our Current Students Employed?

Some of our current students are employed at the following companies:**

- | | | | |
|-------------------------------|-------------------------|------------------|-----------------|
| • CoStar Group | • Federal Reserve Board | • General Motors | • Vanguard |
| • Defense Intelligence Agency | • Ford Motor Company | • LexisNexis | • The Air Force |
| | • GEICO | • MetLife | |

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