Data AnalytICS

“Businesses are collecting more data than they know what to do with. To turn all this information into competitive advantage, they'll need new skills and a new management style.”

The Program
The Master of Business Administration with area of study in Data Analytics is a 39-credit program that can be completed within 18 months. It is organized in three sections: Core Courses providing foundational business content; Data Analytics Courses delivering advanced course work data mining, data analytics and visualization, managerial statistics, business forecasting, predictive analytics and data visualization; and Elective Courses offering topic-specific knowledge in areas of interest.

Who Should Apply?
Data-oriented professionals who want to shape the future of global business today through the power and potential inherent in data analytics. Data analytics professionals mine, interpret and present data. This enables organizational leaders to make data informed decisions and take evidence-based action. Big Data thought leader Dr. Tom Davenport writes “...they are the magicians who transform inchoate mass of bits into fit subjects for analysis and action.” Data analytics appears to be one of the emerging, high demand professions of the 21st century.

Earn an MBA from Thomas Edison State College
In today’s knowledge-based global economy, business professionals are expected to possess sophisticated data analysis expertise and self-management skills. As global business expands and markets become increasingly complex, stakeholders will need to apply data analytics in order to adapt to the scope, intensity and relentlessness of market changes and continually reinvent themselves in order to compete, survive and sustain.

Key Considerations
- Earn a high-quality, practitioner-focused graduate business degree.
- Experience the convenience and flexibility of earning your degree completely online.
- Advance your professionalism and readiness to accept management and leadership roles.

Program Overview
Program Components
- Core Courses: 15 credits
- Elective Courses: 12 credits
- Area of Study Courses: 12 credits
  - Managerial Statistics
  - Business Forecasting
  - Predictive Analytics for Business Intelligence
  - Data Analytics and Visualization Fieldwork Class

Data Analytics: Creating the Future Today
The Unfolding Data Revolution
Global businesses need seasoned business managers, skilled in data analytics, who are equipped to mine, interpret and present business data. Professionals possessing an advanced degree in business and data analytics will be well positioned to enable organizations to achieve competitive advantage.

“Most companies are only beginning to realize the power in data… there is no standard business model or list of basic questions… this is the real work and the fun of the unfolding data revolution.”
— Thomas C. Redman, PhD, President of Navesink Consulting Group

How is Thomas Edison State College's MBA Unique?
- Program Length - Can be completed in 18 months by enrolling in consecutive eight-week courses.
- Credit For Prior Learning - Earn credit for professional certifications and/or expertise.
- Prerequisite Courses - Select from several options for satisfying program prerequisites.
- Instructional Delivery - Courses are offered completely online with no physical residency requirements.
- Affordability - The approximate cost for completing the MBA is $25,000.* This is a significant value when compared with other public, regionally accredited business schools.

*Based on 2012-2013 Thomas Edison State College tuition.

FOR MORE INFORMATION: Contact Dr. Michael Williams, Associate Dean, MBA Program at (609) 984-1130, ext. 3202, mwilliams@tesc.edu or visit www.tesc.edu/business/mba.