Analytics

Why Choose Analytics?

Algorithms, computer hardware, software tools and technologies are not enough to understand and master the expanding universe of data sets available—data-driven challenges lie in connecting mathematics with life sciences, social sciences and engineering to solve business and societal problems.

The analytics program at Georgia State University’s is innovative, globally relevant and is one of the few of its kind. The master of science in analytics is a content-driven experience designed for the highest quality students who want to engage in and pursue careers in data science.

Graduates will be able to

- Apply data analytics skills in a variety of settings
- Organize, model and visualize data sets
- Formulate questions to guide decision-making in corporate and non-corporate settings
- Turn analytical models into valuable and actionable insight

Graduates from the analytics program are ideal candidates for a growing number of technical data-driven positions such as data scientist, quantitative marketing analyst, credit risk analyst, predictive modeler, web analyst and more.

Master of Science in Analytics

Harness the power of data and transform data into knowledge and insight.

Overview

The master of science in analytics program is research-oriented. Students master a dual-core set of mathematical methods (programming skills and analytical modeling tools) and broad applications in business. Typical modeling-based master programs provide students with advanced skills needed to manage data and build models. Georgia State’s program is different because it emphasizes the need for graduates to be equipped to formulate executable business actions.

Areas of study include business insight, data management, analytical methodologies, technical communication and programming in several, current and relevant languages and software tools. Students practice leveraging and presenting data into valuable insight before graduating by working in ways that lead to public and private companies that have partnered with the Robinson College of Business.

Tuition and Fees

Tuition: $39,000

Structure, Schedule and Location

The master of science in analytics cohort program is a full-time, three semester program. Classes are offered during the late afternoon and evenings, with some available online. Classes are held on Georgia State’s main downtown campus and at the Buckhead Center.

Course work begins in August with a two-week, intensive programming “boot camp” and students graduate in December of the following year.

Curriculum

- Statistical Foundations for Econometrics (foundational prerequisite if needed)
- Introduction to Analytical Programming and Numerical Methods
- Database Management Systems
- Unstructured Data Management
- Consumer and Managerial Decision Making
- Operations Research Models and Methods
- Econometrics II
- Econometric Modeling for Analytics
- Data Mining

Experiential Elements

- Internship (optional)
- Value Through Analytics: Model Deployment and Life Cycle Management

Business Insight Courses

- Students take two elective insight courses focused on one of several functional area of business or specific industry applications (marketing, health care, financial services, risk management for instance) OR students deepen their analytical, data management and information technology management skills in organizational settings.

Candidate Profile

The master of science in analytics program attracts the highest quality applicants from the U.S., and across the world. Successful applicants also have a passion for exploring structured and unstructured data sets, programming and developing models. Applicants typically hold undergraduate degrees that required significant mathematics (including calculus and linear algebra) and are looking to apply these skills in the field of data science.

Professional experience is not required.