

University of the Incarnate Word®

Master of Science in Data Analytics

School of Professional Studies

PROGRAM OVERVIEW

The Master of Science in Data Analytics program at the University of the Incarnate Word (UIW) School of Professional Studies (SPS) is a ten-course, 30 credit-hour degree program that prepares students for successful careers in analytics-oriented jobs in the for-profit and non-profit sectors of the economy. Students will learn how to use data to improve upon organizational decision-making, conduct innovative research and inform policy decisions at the local, state and national levels. Students will build competencies in the areas of collecting, cleaning, storing, managing, and analyzing data with an emphasis on the interpretation of results. Special emphasis will also be placed on the principles of data ethics, storytelling with data, strategic decision-making, the application of the latest business technologies, and how leaders can use data to enhance their ability to get buy-in, build healthy coalitions and work with teams towards common goals. In short, students will learn how to communicate the results of an analysis to affect positive change in their households, organizations and communities at large.

DEGREE REQUIREMENTS

Each student must complete 30 credit hours of graduate coursework and a significant research project. A minimum of 24 credit hours of courses for the master's degree must be taken at UIW.

QUICK FACTS

- 30 credit-hour degree program
- The University of the Incarnate Word is accredited by the Southern Association of Colleges and Schools Commission on Colleges.

CONTACT

UIW SPS Admissions

(210) 757-0202 or (800) 318-1876

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This publication is available in alternate format by request. To request an alternate format, please contact the UIW SPS Office of Admissions at (210) 757-0202. 07/2022 500

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MS Data Analytics

M.S. in Data Analytics

COURSES

MSDA 6320 Data Analytics in Project Management
MSDA 6321 Introduction to Data Science, Management and Strategy
MSDA 6333 Applied Data Analysis, Computation and Programming
MSDA 6334 Database Management for Data Analytics
MSDA 6335 Machine Learning Applications in Social Sciences
MSDA 6337 Practical Data Wrangling, Visualization and Analysis
PMBA 6312 Quantitative Methods and Research
PMBA 6330 Applied Data Analysis
PMBA 6331 Forecasting Methods in Business
PMBA 6332 Data Management

CAREER OPPORTUNITIES

- Business Intelligence Analyst
- Data Analyst
- Data Scientist
- Data Engineer
- Data Analytics Consultant
- Operations Analyst
- Marketing Analyst
- Management Analyst
- Market Research Analyst



SCHOOL of
PROFESSIONAL STUDIES

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