

Masters of Science in Business Analytics

James R. Bradley

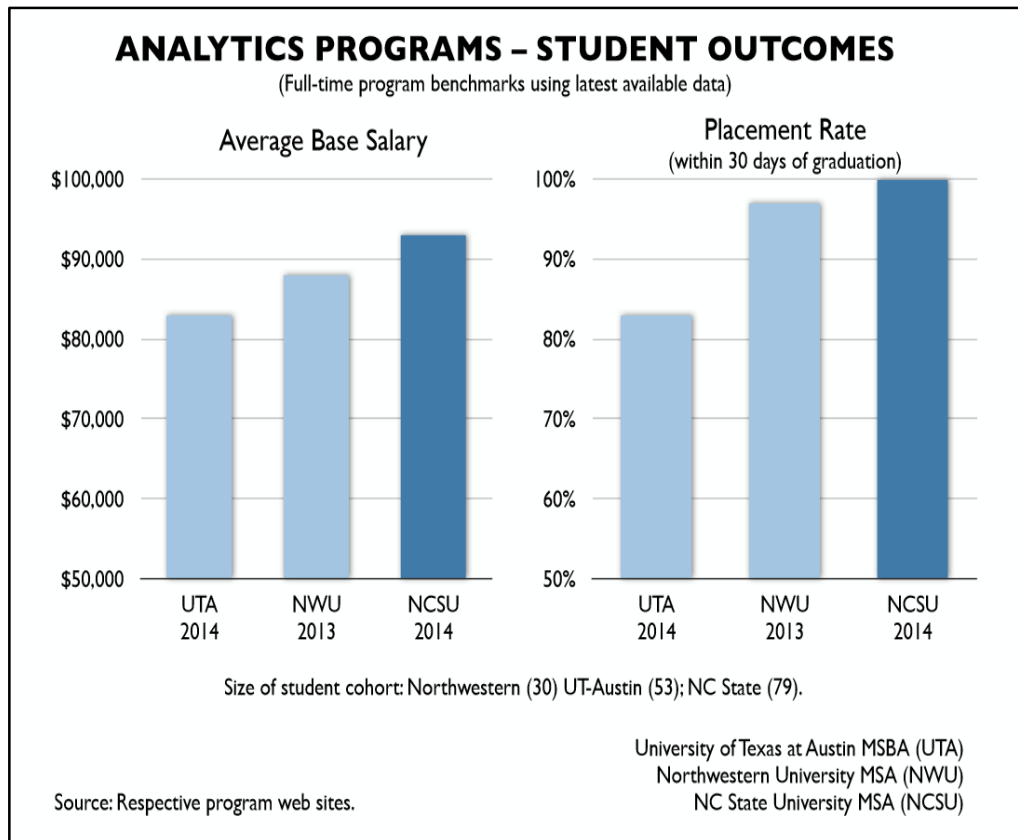
Faculty Director

Board of Visitors Meeting

November 18, 2016

Genesis

- Market need, internal strength
 - High placement, high salaries



Curriculum Philosophy

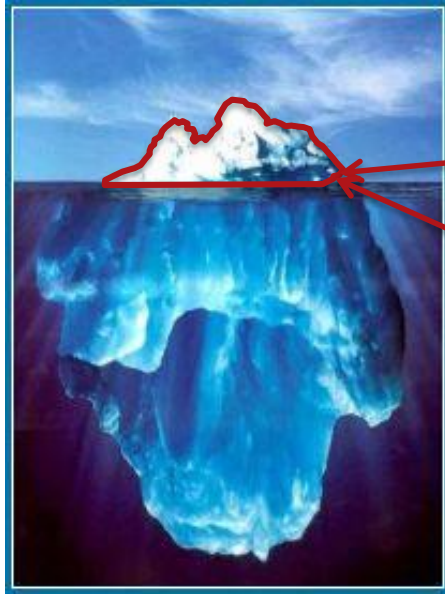


Image by Ralph Clevenger

Necessary,
but not sufficient

Information Technology
Data Management, Analytics
tools for Data Analysis (e.g.:
Excel, Data Mining, Business
Intelligence, CRM, Solvers),
Programming, Systems Design
and Development

Applied
Mathematics
Data Analysis,
Probability
Distributions,
Descriptive and
Inferential Statistics,
Optimization,
Experimental
Design

Communicating With
Impact
Interpreting and
communicating deeply
technical material in ways that
are understandable and
compelling to less-technical
audiences

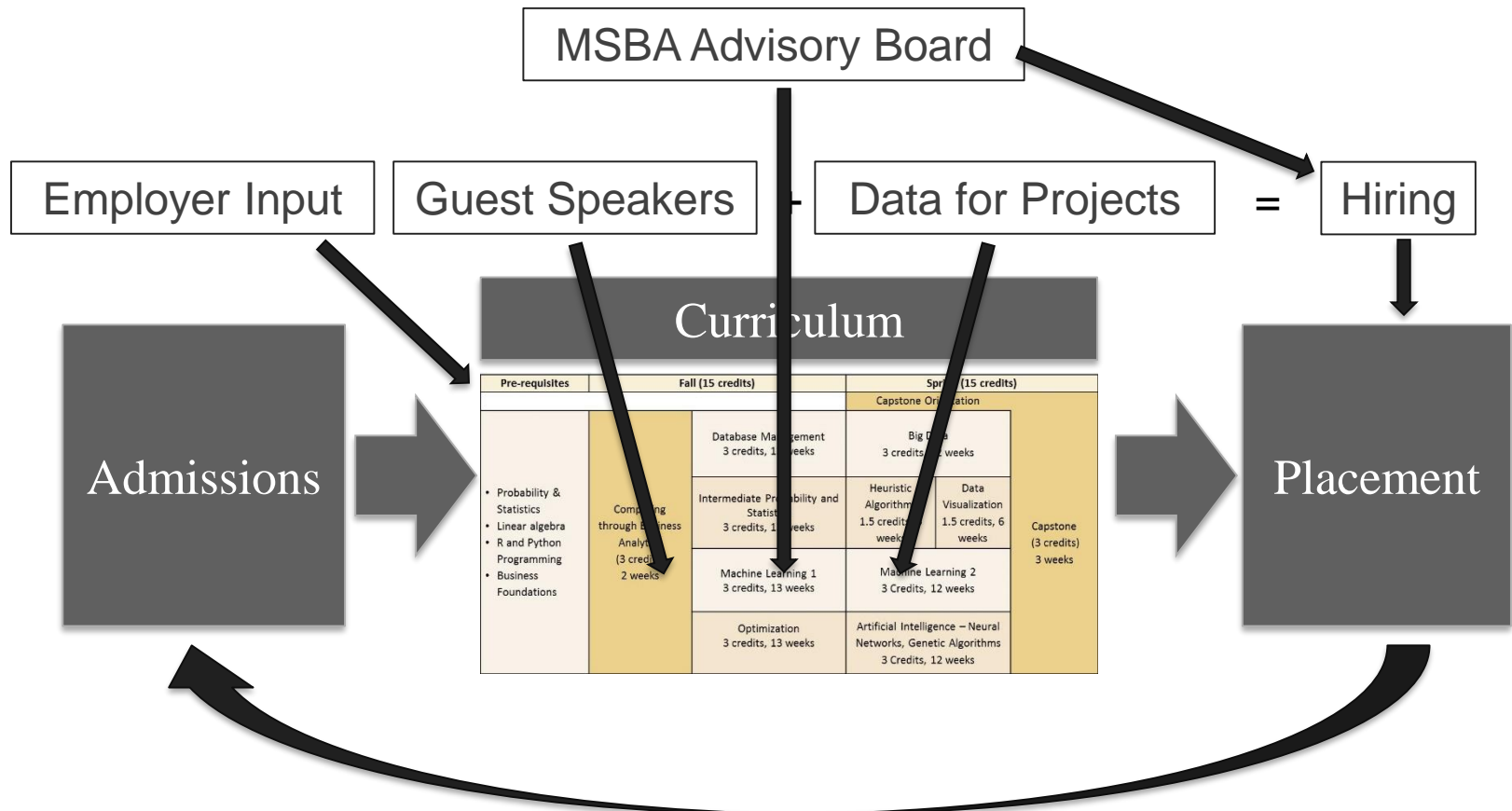
Business Acumen
Marketing, Finance,
Economics, Operations,
Supply Chain, Human
Resource Management,
etc.

Curriculum

Fall (15 credits)		Spring (15 credits)	
Competing through Business Analytics (3 credits) 2 weeks	Database Management 3 credits, 13 weeks	Capstone Orientation	
	Intermediate Probability and Statistics 3 credits, 13 weeks	Heuristic Algorithms 1.5 credits, 6 weeks	Data Visualization 1.5 credits, 6 weeks
	Machine Learning 1 3 credits, 13 weeks	Machine Learning 2 3 Credits, 12 weeks	
	Optimization 3 credits, 13 weeks	Artificial Intelligence – Neural Networks 3 Credits, 12 weeks	
		Capstone (3 credits) 3 weeks	

Strategy

- Market-based curriculum



Status

- Enrollment:
 - Original steady-state target: 45
 - Class of 2017
 - Target: 25
 - Actual: 47
 - Class of 2018
 - Target: 90 – 100
 - 2 cohorts

Status

- Early efforts focused on involving companies for recruiting & other participation
- Guest speakers/recruiters include:
 - Amazon, Google, Verizon, MetLife
 - Capital One, Ferguson Enterprises, VillageMD
 - FiveThirtyEight.com, comScore, WealthEngine

Status

- Placement process
 - Planned for interviews in the spring
 - Some companies can't wait for spring
 - Already, many interviews, some offers & placements
 - Accenture, IBM Consulting, Booze Allen Hamilton, Geico, MetLife, comScore

Demographics

- 16 from William & Mary
- 53% in state; 47% out of state
- Geographical distribution of students
 - Virginia (26)
 - New York (6)
 - North Carolina (5)
 - California (2)
 - Florida, Indiana, Louisiana, Maryland, Michigan, New Jersey, Oregon, Virgin Islands, Washington, Estonia, China

Demographics

- 33.6% acceptance rate
- Undergraduate Majors
 - Math/Computer Science/Physical Sciences: 21
 - Social Sciences: 19
 - Business: 13
 - Biological Sciences: 2
 - Humanities: 1
- Diversity:
 - 38.8% ethnic minority
 - 32.7% female; 67.3% male

Demographics

- Work Experience
 - 0-4 Years: 37
 - 5-9 Years: 9
 - 10-14 Years: 2
 - 15+ Years: 1