Discover big opportunities in big data

By uncovering insights hidden within large and complex data sets, organizations in nearly every industry can solve problems and seize opportunities they never knew existed. For example, healthcare systems can identify at-risk patients and intervene sooner. Police departments can predict crime and stop it before it starts. Retailers can better forecast inventory to optimize supply-chain efficiency. The possibilities are endless.

But to fulfill this promise, organizations need qualified professionals with the skills to extract meaning from the mountains of data—and these elusive *data scientists* are in short supply.

That's why we created the **University of Wisconsin online Master of Science in Data Science**, a 12-course, 36-credit graduate program made especially for busy adults. Expert faculty, flexible schedules, and no GMAT or GRE requirements are just a few of the program's advantages.

"The hot job of the decade."[1]

Big data is in big demand

With the potential to impact nearly every sector of the global economy, data science is emerging as one of the fastest-growing professions of the 21st century. According to McKinsey Global Institute, *"Demand for deep analytical talent in the United States could be 50 to 60 percent greater than its projected supply by 2018."*[2] The **University of Wisconsin Master of Science in Data Science** is designed to help you take the lead in this exciting and high-paying field.

**UNIVERSITY OF WISCONSIN
DATA SCIENCE**

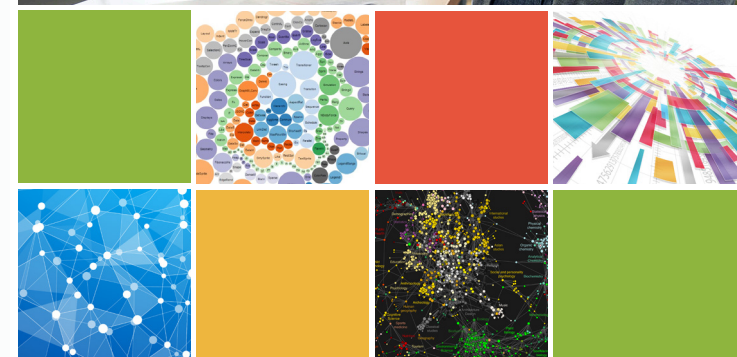[1]Davenport, T.H., Patil, D.J. (2012). Data Scientist: The Sexiest Job of the 21st Century. *Harvard Business Review.*

[2]"Big data: The next frontier for innovation, competition, and productivity," McKinsey Global Institute, June 2011.

**UNIVERSITY OF WISCONSIN
DATA SCIENCE**

ONLINE
Master of Science in Data Science

A 12-course, 36-credit graduate program

PRESENTED BY:
UW-EAU CLAIRE   UW-GREEN BAY
UW-LA CROSSE   UW-OSHKOSH
UW-STEVENS POINT   UW-SUPERIOR
UW-EXTENSION

Find your future in big data

Earn your Master of Science in Data Science from the University of Wisconsin

Developed with an understanding that today's organizations need qualified professionals with the skills to transform big data into big insights and better decisions, the **UW Master of Science in Data Science** program will teach you how to clean, organize, analyze, and interpret unstructured data, deriving knowledge and communicating your discoveries clearly using sophisticated visualization techniques and other means.

In this 36-credit graduate program, you will:

- Learn to harness the power of big data using the latest tools and analytical methods
- Enjoy the flexibility of online courses
- Learn from expert faculty
- Pay the same affordable tuition, in or out of state
- Graduate from an institution employers respect

Admission to the program requires a bachelor's degree and a 3.0 GPA. **Aptitude tests such as the GMAT and GRE are not required**.

Grow your skills with a multidisciplinary curriculum

The UW Master of Science in Data Science program offers a rigorous curriculum grounded in computer science, math and statistics, management, and communication. As a student in this program, you will learn how to:

- Identify and assess the data science needs of any organization
- Collect and manage data to devise solutions to data science challenges
- Select, apply, and evaluate models used to solve data science tasks
- Interpret data, extract meaningful information, and assess findings
- Effectively communicate findings in various formats for non-technical stakeholders
- Interpret and apply a professional code of ethics and conduct regarding data use
- Transform findings from data resources into actionable business strategies that create a competitive advantage

Study online, anytime

All course content, from multimedia lessons to e-learning tools, is accessible from nearly any device—desktop, laptop, tablet, or smartphone. And you never have to worry about being online at a specific time for classes. Experienced advisers understand your unique needs as a returning adult learner and provide the support you need to succeed.

Save with affordable tuition

Whether you live in Wisconsin or out of state, tuition is a flat fee of $825 per credit* (36 credits total). Compare this with other adult online graduate degree options and see why this program offers you more than a degree—it's a University of Wisconsin education you can afford.

*Visit datasciencedegree.wisconsin.edu for up-to-date tuition information. Financial aid is available for students who qualify.

Learn from experienced faculty

You won't find another data science program—online or otherwise—that brings such diverse and distinguished expertise together in one place. That's because the UW Master of Science in Data Science is a partnership of UW-Extension and six UW campuses—UW-Eau Claire, UW-Green Bay, UW-La Crosse, UW-Oshkosh, UW-Stevens Point, and UW-Superior.

Start your big future today

Visit **datasciencedegree.wisconsin.edu** to find out more about the UW Master of Science in Data Science program, including information on courses, career paths, and how to apply. Then call or email us to discuss how this exciting graduate program can help you advance your career.

Call: 1-877-UW-LEARN (895-3276)
Email: learn@uwex.edu

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