

DECISION ANALYTICS PROGRAMS

The School of Business offers a Certificate in Decision Analytics that allows students to build core analytics skills in foundational courses and also allows students to complete requirements for the Master of Decision Analytics using two distinct formats. Both are designed in collaboration with industry and build skills in retrieving data, applying analytics methods and communicating insights to influence decision-making.

The evening program is flexible and is designed for students with diverse undergraduate backgrounds. Students may elect an M.D.A. without a concentration or may choose a concentration in accounting analytics, data science in business, financial analytics, marketing analytics, and production and operations analytics. Classes typically meet one evening a week from 7 to 9:40 p.m. or in the early evening from 5:30 to 6:45 p.m. to accommodate working students' schedules. If a student chooses, the certificate courses can be counted toward completion of the M.D.A. evening program.

The weekend program is designed for working professionals from all backgrounds. A cohort of students works together through the curriculum, building the hard skills of analytics and data science and the soft skills that ensure project success and impact. The program features a 12-month group practicum project with a real-world client. Weekend program students meet on alternating weekends, Fridays from 12:30 to 6:15 p.m. and Saturdays from 8 a.m. to 4:15 p.m. The program is 16 months in duration, beginning in August and finishing in December of the following year.

For additional information about the program, **visit the M.D.A. options website (<http://mda.vcu.edu/>)**.