SMU

World Changers
Shaped Here

Empower Your Team Members to Become Data Science Experts

Work With Confident and Capable SMU Data Science Graduates

Southern Methodist University (SMU) is a renowned private research institution that cultivates a spirit of innovation and lifelong learning across industries and disciplines. Through the online Master of Science (M.S.) in Data Science program, DataScience@SMU, your team members will learn to **manage, analyze, mine and understand complex data to make strategic decisions at your organization**.

Students can complete the program in as few as 20 months while maintaining their current work responsibilities.

Benefits of Employer Financial Support

When you invest in your business by offering tuition reimbursement support to your employees, you're setting your company up for additional success. Continuing educational support can help your organization reduce potential expenses, such as:

Turnover – Keep turnover low, which may signal higher employee satisfaction and more engaged employees who feel valued.[1]

Hiring – Promote qualified staff, which lowers the cost of hiring new personnel.[2]

Taxes – Secure applicable tax benefits with the implementation of a tuition reimbursement program.[3]

A recent study conducted by Lumina Foundation on Cigna's Education Reimbursement Program found that employees were 10 percent more likely to be promoted, 7.5 percent more likely to receive a successful promotion and 8 percent more likely to stay with the company. Altogether, Cigna made a 129 percent return on investment as a result of reduced talent management costs.

Additional Insights on Tuition Assistance

Many industries have become more competitive, and a company that provides training opportunities may satisfy an employee's need to stay ahead of the curve so he or she can work smarter and provide more insightful recommendations.

Employee turnover is expensive. The recruiting process alone costs $4,000 and takes an average of 52 days for U.S. businesses to fill an open position.[4] Onboarding costs, productivity and engagement are all at risk.

There is value in supporting employees with regard to training and opportunities to advance in a position. Training can combat unhappy employees who are less loyal to their company. An IBM study revealed that employees who feel they cannot develop in the company and fulfill their career goals are 12 times more likely to leave the company.[5]

Graduates With an Advanced Analytics Skill Set

DataScience@SMU puts students face-to-face with experienced and accomplished faculty members who have worked or are currently working at Fortune 500 companies. Graduates will possess a skill set and perspective to help your business drive large-scale innovation now and into the future.

Graduates of the program are prepared to develop and strengthen the following skills:

Statistical Analysis – Learn experimental design and methods, including developing the statistical techniques to answer relevant questions, collect and analyze appropriate data and make informed decisions.
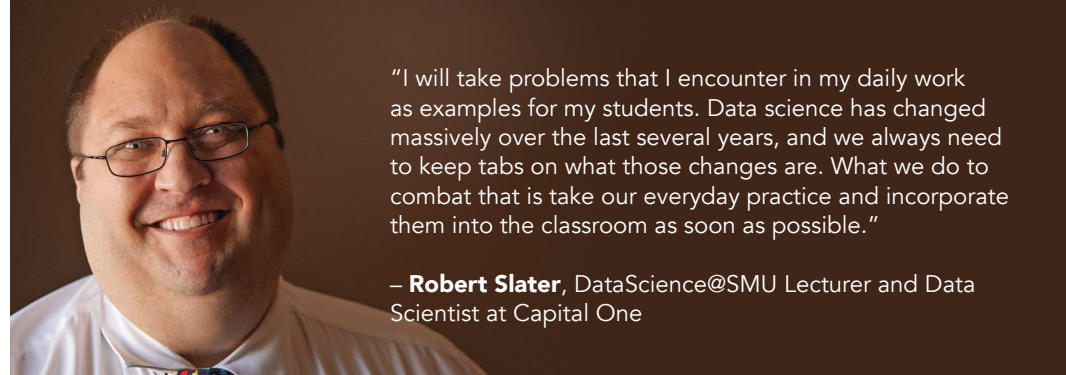
Technical Skills – Cultivate technical skills in statistical analysis, programming, data mining, machine learning, database management and data and network security. Both Python and R programming languages are used extensively throughout the program as the foundation of these technical skills' applications.

Visualization and Communication – Develop the oral and written communication skills to successfully summarize and present results to nonexperts in various industries, and learn several approaches to data visualization, including visual and information design principles and creative coding.

Applied Data Science – Take an interdisciplinary approach to the practical application of analytic and mathematical principles, bringing together methods, concepts and practices in the data science field.

"I will take problems that I encounter in my daily work as examples for my students. Data science has changed massively over the last several years, and we always need to keep tabs on what those changes are. What we do to combat that is take our everyday practice and incorporate them into the classroom as soon as possible."

– **Robert Slater**, DataScience@SMU Lecturer and Data Scientist at Capital One

Coursework to Meet the Demands of the Future

At SMU, we pride ourselves on shaping students into skilled professionals through specializations and a cumulative hands-on capstone project. Students can choose one of our two specializations, master more advanced concepts, and apply them directly to their capstone project and professional goals.

DataScience@SMU students can apply what they've learned in class and through the capstone project to benefit their organization while earning their degree.

Machine Learning Specialization
Students who need to learn how to use large datasets to solve complex problems at their jobs can focus on our machine learning specialization. They will learn to **build self-optimizing systems and provide solutions** to challenges or processes in your organization.

Business Analytics Specialization
Students who are interested in **managing information and high-level business strategy** can focus on our business analytics specialization. They will gain skills that allow them to synthesize data, effectively communicate results to key stakeholders and directly inform decision-making.

The Capstone Project
Students can focus their capstone project on a larger complex issue from your company and receive school credit for **leveraging newly learned data science skills toward a business solution in their daily professional lives**. They invent new products and provide practical recommendations with the skills they've acquired throughout the program, equipping them with the critical tools needed to make well-informed decisions and provide insight in their work at your company.

"Everyone is brilliant. And I know, standing next to my classmates, I am standing next to some of the smartest people that I've ever met, and that really inspires me to be better as well."

— **Noelle Brown**, DataScience@SMU Graduate

Tuition and Time Commitment

Tuition for the M.S. in Data Science program for the 2019–2020 academic year is $1,704 per credit. The program consists of 33.5 credits.

Classes are live, online sessions that are held in the evenings after standard work hours, allowing students to remain full-time employees for the duration of the program.

Students will also attend on-campus immersions at SMU's campus in Texas while in the program. During the three- to four-day experience, students will engage with knowledgeable SMU faculty, industry leaders and classmates for hands-on workshops, panels, lectures and informational sessions.

Why DataScience@SMU?

SMU's mission is to be a leading private institution of higher learning that expands knowledge through research and teaching. We are proud to be **represented by a faculty of experienced and accomplished data science experts** who carry out our mission and help cultivate our future global leaders every day.

With a curriculum rooted in thought leadership, students will develop the technical and analytical skills they need to **become confident data experts** in the online program. They will **master the critical statistical methods and principles** used by data scientists all over the world and learn how to translate classroom-based learning to real-life problem-solving.

Through the M.S. in Data Science program, students discover lasting solutions to apply to their professional careers. With the ability to synthesize findings into actionable results for your organization, they'll **graduate with a competitive edge that will help position your company for success**.

[1] Talent Investments Pay Off. (2012–2014). Lumina Foundation. Retrieved June 8, 2020, from https://www.luminafoundation.org/files/resources/talent-investments-pay-off-cigna-full.pdf.
[2] Paying Their Workers' College Tuition Can Pay Off for Companies. (2016). Money. Retrieved May 27, 2020, from https://money.com/paying-their-workers-college-tuition-can-pay-off-for-companies/.
[3] Qualified Tuition Reduction. (2020). Internal Revenue Service. Retrieved June 8, 2020, from https://www.irs.gov/government-entities/federal-state-local-governments/qualified-tuition-reduction.
[4] Employee Retention: The True Cost of Losing Your Best Talent. (2017). Wrike Blog. Retrieved June 8, 2020, from https://www.wrike.com/blog/employee-retention-true-cost-losing-best-talent/.
[5] The True Cost of Not Providing Employee Training. (2018). Shift. Retrieved June 9, 2020, from https://www.shiftelearning.com/blog/the-true-cost-of-not-providing-employee-training.

Build Award-Winning Teams Today

Whether your employee is interested in a highly technical data science career or using qualitative analysis to help your organization improve performance, he or she will **graduate ready to generate measurable impact in your organization**.

Visit **datascience.smu.edu/partnerships** to learn more about the online M.S. in Data Science program and how a partnership with SMU can help your business today.

To speak with program administration about the talent in the SMU data science network or a partnership, contact **partnerships@datascience.smu.edu**.