The era of Big Data is here, and successful businesses are now relying on highly-trained data analysts to help them drive corporate strategy and make smart decisions.

According to CareerCast 2017, data science is the 7th fastest-growing career, with a 19 percent rise between 2016 and 2017. Those entering the field are being highly rewarded. Glassdoor says the pay range for entry to mid-level data scientists is $94,000 to $133,000, significantly higher than the average college graduate pay, which is $48,850, according to the Society for Human Resource Management.

"Simply put, supply does not meet demand for this profession," said Abe Helou, Dean of the College of Business and Public Management at the University of La Verne. "The modern business world needs professionals with the skills to gather, analyze, and make data-driven decisions that drive corporate strategy and execution."

To prepare students to excel in the growing field of data science, the University of La Verne offers a Master of Science in Data Analytics (MSDA) degree, with the next class starting in the fall 2019.

The MSDA, offered by the university’s College of Business and Public Management on the La Verne campus, provides two specializations: Marketing Analytics and Supply Chain Management Analytics.

While other programs in the region take 18 to 24 months to complete, La Verne’s can be completed in just 12 months. That allows students to graduate quicker, at less cost, and enter the workforce with the skills they need sooner.

Additional features of the program include: a career advisor who will help in placing students in internships and jobs, a program advisor who will ensure students remain on track for graduation, and complimentary workshops to help students prepare for exams that would enable them to earn certification by SAS in Advanced Analytics and Predictive Modeling.

"Graduates of the MSDA will be equipped with a comprehensive understanding of business intelligence and data analysis, including a holistic view of business analytics from both company and consumer points of view," Helou said. "They will also have the ability to develop a big data strategy within a corporation, build a model to see how digital analytics and big data can be used for market predictions, and a develop practical knowledge of how to develop performance measurement tools and assess return on investment."

Four courses are shared between the two concentrations, and six courses are tailored to each of the two specializations. The curriculum includes SAS programming; data mining and predictive analytics; multivariate statistical analysis; marketing research methods; problem-solving methodologies; analytics in operations and planning; analytics in logistics and sourcing; experimental design and market testing; theory and practice of consumer behavior; marketing analytics; digital marketing; and social media analytics.

The university is now accepting applications for the fall term. Founded in 1891 and located 35 miles east of Los Angeles, the University of La Verne is a private, nonprofit, comprehensive institution founded on four core values: lifelong learning, ethical reasoning, civic and community engagement, and diversity and inclusivity. The university serves more than 8,100 students on the historic La Verne location as well as across nine regional campuses and online. Learn more at laverne.edu/data.

Hot Jobs: Demand for Data Scientists Continues to Rise

T
Architecting the Sustainable MBA

By SATINDER DHIMAN, Ph.D., EdD.

As we make our way through the tumultuous second decade of 21st century, a new vision is emerging to effectively address inequality, protect the planet and ensure well-being for all as part of our shared destiny. Achieving these ends will require the concerted efforts of the business sector, governments, informed citizens, society at large, and, of course, educational institutions.

Working collaboratively through the MBA program as a vehicle, academia and the business sector can do their part by elevating sustainability as a pedagogical imperative. The curriculum must say: “We only have one planet on which to live. Let’s cultivate it together.” This is mindful business, business with a conscience, business with an ethical core. “Sustainability matters.”

At Woodbury University, our belief is that a focus on sustainability within an MBA framework can help harness what is good for students, good for society and good for the planet. That’s why this mindset should rightfully transcend any specific campus or institution. The mission for business schools might well be something along the lines of “Cultivating Transformational Leaders for Sustainable Business.” Taking sustainability seriously means not tracking just the carbon footprint of business, but its total footprint. It means viewing business holistically through a triple lens: economy, equality and ecology.

It is incumbent on tomorrow’s business leaders to examine these macro issues objectively and to seek out diverse perspectives for reflection. This new credo for business education asks for an additional commitment: examine existing belief systems in light of the evidence presented, rather than scrutinizing the evidence based on pre-existing notions. This expectation is at the heart of every scientific endeavor; students must be mindful of confirmation bias and premature cognitive commitment. It’s a sure way to discover the difference between being on the side of the evidence and insisting that the evidence be on your side. That realization, indeed, is a precursor to shaking up the status quo in schools of business… and well beyond.

Aristotle is reported to have said the following of his teacher, Plato: “Plato is dear; still dearer is the truth.” This is the most important key to understanding all profound questions of life and leadership. And the spirit of that ancient edict informs Woodbury’s notion of the Sustainable MBA.

Satinder Dhimn, Ph.D., EdD., serves as a Professor of Management and as the Associate Dean, Chair, and Director of the MBA Program at Woodbury University’s School of Business in Burbank.

Learn more about Woodbury University’s MBA Experience event on March 10. Visit Woodbury.edu/MBAExperience

12-month Master’s in Data Analytics

Organizations that harness the right information and translate it into actionable strategies outperform those that don’t.

A Master’s in Data Analytics can give your team the skills needed in today’s competitive business environment.

Now accepting applications for Fall 2019

Learn more: laverne.edu/MSDA

Analyze this. Sharpen your competitive edge.

University of La Verne
Shape the future of business, starting with your career.

The **Executive MBA** from California Lutheran University's School of Management is designed for mid-career professionals who have already experienced significant success in their careers and want to identify and achieve bigger goals.

The program is delivered by top professors in a hybrid format of in-person compressed weekend and online courses with a schedule that respects your professional and personal commitments. The interdisciplinary curriculum presents issues faced in today's business environment, making the studies immediately relevant and impactful to your current role. Alongside a cohort of motivated and like-minded professionals, you'll focus on developing skills in:

- Leading Operations
- Managing Process
- Leading Strategy
- Leading People
- Professional Advancement

*Reach your peak potential.*

Learn more at [CalLutheran.edu/EMBA](http://CalLutheran.edu/EMBA)
The Cal Lutheran Executive MBA

Every program prepares you for success. Ours prepares you for immediate impact.

The Executive MBA from California Lutheran University’s School of Management is designed for mid-career professionals who have already experienced some success and want to identify and achieve bigger goals in their careers. The program presents issues faced in today’s business environment, making the studies immediately relevant and impactful to each student’s current role.

“The idea is to focus experienced professionals toward bringing their peak potential to their career path,” explained School of Management Dean, Gerhard Apfelthaler. “Beyond the functional skills you might expect from any business school program, our students also learn how to lead through change.”

Students develop an excellent portfolio of business knowledge and competencies, enhance analytical abilities and gain strategic leadership expertise to influence the direction of organizations.

FORMAT

Designed with busy lifestyles in mind, the Executive MBA begins each Fall and Spring and is delivered over 18 months to a cohort of professionals from diverse backgrounds who have a minimum of 5-7 years of relevant managerial/progressive business experience. The program features 15 courses, three units each, delivered in a hybrid model: seven courses online and eight on-campus in a compressed weekend format.

CURRICULUM

California Lutheran University’s School of Management’s interdisciplinary, experience-driven curriculum is organized around five key areas:

• Leading Operations
• Managing Process
• Leading Strategy
• Leading People
• Professional Advancement

Each includes relevant course topics, including: Innovation and Organizational Entrepreneurship, Global Economics for Executives, Strategic Decision Making for High Performance, Organizational Design, and Leadership and Change Management.

KEY BENEFITS

The Executive MBA program prepares students for top leadership positions in public or private organizations and new ventures by providing opportunities to:

Focus on what matters most.
• Develop an excellent portfolio of business knowledge and competencies.
• Focus on personal development, especially communication, teamwork, and interpersonal skills.
• Develop and apply analytical abilities to business issues.
• Gain strategic leadership expertise to influence the direction of organizations.

Put what you learn into practice, as you learn it.
• Work on issues faced in your profession-

al environment as part of your coursework, making your studies immediately relevant and impactful.
• Prepare for a lifetime of learning and con-
tinuous personal development.
• Prepare for a lifetime of learning and con-
tinuous personal development.
• Put what you learn into practice, as you
learn it.
• Work on issues faced in your profession-

assessments and coaching sessions throughout.

With a Cal Lutheran Executive MBA, you can:
• Speed your career progression
• Boost your earning potential
• Transfer your skills or switch careers
• Unleash your inner entrepreneur

“The Cal Lutheran Executive MBA program has allowed me to step away from the day to day operations and rethink some of our strategies at Blue Microphones,” said John Maier, CEO of Blue Microphones. “The program’s faculty and curriculum focus on real world scenarios and techniques. It’s a refreshing approach that doesn’t spend too much time on textbook or scientific theories.”

Learn more about California Lutheran University’s School of Management MBA program by visiting CalLutheran.edu/emba

‘The idea is to focus experienced professionals toward bringing their peak potential to their career path. Beyond the functional skills you might expect from any business school program, our students also learn how to lead through change.’
LMU Enters Post-Graduate Business Certificate Arena

In an effort to provide students with a competitive advantage and to enhance their knowledge and skill sets in particular fields, starting this spring, Loyola Marymount University will introduce a portfolio of post-graduate business certificate programs at the state-of-the-art LMU Playa Vista Campus, located in the heart of Silicon Beach.

Designed for working professionals who are looking to stay ahead of the curve, these certificate programs feature small classes taught by accomplished faculty and industry leaders. The courses, developed by industry professionals and based on market feedback, include hot topics in emerging technologies, conscious capitalism, and leadership skills for the modern workplace, among others.

“We are preparing the leaders of today for the business of tomorrow,” said Joe O’Hannigan, associate dean of graduate business programs at LMU. “Our progressive vision aims to equip and empower each individual to discover and evolve into his or her best self in order to navigate the global, dynamic, interdisciplinary world to lead positive change.”

From newly appointed executives to managers in transition to seasoned veterans in need of a new skill set, LMU offers a variety of courses for different stages of your career. Today’s professionals must think, act, lead and adapt in new ways to perform well under changing conditions and ambiguity. They must continually upshift their communication, critical thinking and problem-solving skills, and evolve their essential soft-skills while staying on top of the technological and competitive disruptors affecting their organizations.

“The rapid pace of change in our global business environment challenges all of us to be agile professionals,” said Doyle Smith, dean of the LMU College of Business Administration. “We must adapt to this change and become an integral part of the innovation culture that is transforming our organizations and the world around us.”

The LMU College of Business Administration is announcing the following four certificate programs for business professionals seeking to improve their skills in order to remain relevant and competitive in today’s ever-changing marketplace.

EMERGING TECHNOLOGIES FOR THE BUSINESS MANAGEMENT PROFESSIONAL

This certificate offers non-engineering business professionals of all levels and roles with a comprehensive survey of cornerstone emerging and evolving technical and digital disruptors affecting their industries, organizations and the consumer landscape. Individuals will also learn various business applications for these specific technological disruptors and will be equipped to leverage and navigate these technologies for their organization or for specific initiatives.

Sample courses: “EQ Smart,” “Leadership for the Modern Workplace,” “Managing Intergenerational Teams”

LEVEL-UP: EXECUTIVE THINKING AND INNOVATIVE APPROACHES TO BUSINESS PROBLEMS

Today’s executives need to think more like intrapreneurs (a manager within a company who promotes innovative product development and marketing), which necessitates continually upshifting their creativity, communication, critical thinking, and problem-solving skills. This certificate helps professionals to activate more sophisticated levels of problem solving as well as to develop and expand their thought-action repertoires through the potent application of curiosity, storytelling, creative experiential learning, and evidence-based models of innovation.

Sample courses: “Quantum Storytelling,” “Creativity Labs,” “Ten Types of Innovation”

FOR A VUCA WORLD

This certificate offers new managers and upwardly mobile managers and directors the requisite toolkit, applicable across industries and roles, to support agility and adaptability in the gig economy throughout an individual’s career to succeed in today’s VUCA (volatile, uncertain, complex, ambiguous) business environment.

Sample courses: “EQ Smart,” “Leadership for the Modern Workplace,” “Managing Intergenerational Teams”

BE THE CHANGE: SOCIAL IMPACT AND SUSTAINABILITY

This certificate offers an immersion into new types of business models that support conscious capitalism combined with experiential learning components to equip individuals to successfully lead relevant social impact needed in today’s marketplace.

Sample courses: “Intro to Sustainable Business,” “Impact Entrepreneurship”

For more information, visit execed.lmu.edu.