One of the topics on many of our readers’ minds is education. They want to explore the benefits of an advanced degree for themselves or their employees. They want to know about the latest trends in MBAs and what is being studied. And they want to know what higher education institutions are doing to stand apart from the competition.

This special supplement to the San Fernando Valley Business Journal takes a look at some of the top executive education programs in the region, sharing what each is offering as ways of taking local professionals to the next level of excellence. We also take a look at some of the trends affecting the education landscape and how these local schools are preparing professionals to withstand and overcome challenges and unforeseen circumstances such as the global pandemic.
Hot Jobs: Demand for Data Scientists Continues to Rise

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 2019, demand for data scientists is high with a 19% growth outlook, and a ranking among the 10 best jobs of the year.

Salaries for entry to mid-level professionals are also promising. According to Indeed, the pay range for data scientists in California is 12% higher than the national average, with a base salary of approximately $94,000 annually. This projection is higher than the average college graduate’s starting salary of $50,000 annually.

“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. The MSDA program is offered at the La Verne central campus and 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 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 big data strategy within a corporation, build a model to see how digital analytics and big data can be used for market predictions, and 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.

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 about 8,000 students on the historic La Verne location as well as across nine regional campuses and online. Learn more at univ.lv/msda.

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Every Program Prepares You for Success – Here is One that Prepares You for Immediate Impact

Reach your peak potential

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 elevate and achieve bigger goals in their careers. The program presents issues faced in today’s business environment, making the studies 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.”

In the current and constantly changing world, businesses need leaders that are quick to adapt, find innovation in crisis, and continue to move companies forward. 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. Cohorts are made up of professionals from diverse backgrounds who have a minimum of 5-7 years of relevant managerial/progressive business experience. The program features 16 courses, three units each, delivered in a hybrid model: seven online courses, eight on-campus courses in a compressed weekend format, and one international travel course.

CURRICULUM

One The Executive MBA program’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
- Global Operations

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 professional environment as part of your coursework, making your studies immediately relevant and impactful.
• Prepare for a lifetime of learning and continuous personal development.

Develop a network of professional peers.

• Learn exclusively within a cohort of experienced professionals with diverse backgrounds.
• Build a network of colleagues, including Cal Lutheran alumni, faculty members, and business leaders.

Receive personal attention, every step of the way.

• With a strong emphasis on teamwork, participation, and communication, the program features a world-class faculty, small class sizes, professional skills workshops, and personalized 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

“Enrolling in Cal Lutheran’s Executive MBA Program was the best investment I could have made for my professional career,” said Kathy White (Class of ’19), Associate VP of Corporate Communications, Real Estate and Travel at Teledyne. “Especially during these unprecedented and difficult times in most industries, improving and developing my skill set has provided me with tools that have helped me become a more valuable asset to my employer. Joining the cohort program was an enriching experience all around and I would highly recommend it to anyone who is considering Cal Lutheran for an advanced degree.”

To learn more about fall 2020 plans or for COVID-19 updates, visit CalLutheran.edu/management.

Every Program Prepares You for Success – Here is One that Prepares You for Immediate Impact

EXECUTIVE ED SPOTLIGHT

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In the current and constantly changing world, businesses need leaders that are quick to adapt, find innovation in crisis, and continue to move companies forward. Students develop an excellent portfolio of business knowledge and competencies, enhance analytical abilities and gain strategic leadership expertise to influence the direction of organizations.
If you're ready to reach your peak potential, the Executive MBA from California Lutheran University's School of Management will help you get there.

Join a cohort of other motivated, mid-career professionals from diverse industries and learn through in-person weekend courses and online learning.

By examining relevant issues from today's business environment, you'll develop skills with immediate impact in your current role, such as:

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

Learn more at CalLutheran.edu/EMBA
In any organization, leadership isn’t only important, it’s essential. And in today’s workplace, effective leaders offer a well-rounded skillset — able to adapt to new challenges and set strategies for success.

USC’s Gould School of Law, which ranks among the top 20 law schools nationwide, is leading the way to help professionals meet their ever-evolving demands and build a strong foundation for their company’s future. Through the innovative Master of Studies in Law (MSL) degree, practitioners and leaders across industries and sectors can enhance their business expertise with legal education.

From contracts and compliance to finance, mergers and intellectual property, the MSL program offers a uniquely focused curriculum that gives students a solid understanding of fundamental and complex legal concepts, which they apply to their work and ultimately improve their organizations. In addition, students have the opportunity to tailor their educational experience, specializing in an industry-specific area that is relevant to their career and individual goals.

**HOW THE MSL CAN BENEFIT YOU**

Offered through USC’s Gould School of Law, the MSL degree is specially designed for non-lawyer professionals interested in understanding legal issues related to their fields.

In addition, generous scholarships are available and considered for all applicants. The MSL degree enables graduates to redefine their role with a more thorough understanding of the law. This foundational legal knowledge can apply to a variety of career goals, business industries and positions, including those who deal with contracts, negotiations, human resources, strategy and compliance, or who work closely with their organization’s legal department.

**CUSTOMIZED TO MEET YOUR GOALS**

Students can customize their MSL educational experience by pursuing certificates aligned with their field and interests. These certificate programs — which can be completed at no additional cost, as a part of the MSL education — help students develop valuable legal skills to support their organizations and ultimately improve employee and leadership productivity, as well as bottom-line contributions. Certificates may be earned in as few as two part-time, online semesters.

Industry-specific certificate programs include:

- Business Law
- Compliance
- Entertainment Law and Industry
- Financial Compliance
- Health Care Compliance
- Human Resources Law and Compliance
- Privacy Law and Cybersecurity

**SCHOLARSHIP SAVINGS AVAILABLE**

USC Gould considers all applications for scholarships automatically. An additional application is not required. Applicants will be notified via email if they are awarded a scholarship after admission.

For more information about the MSL degree, visit bit.ly/usclaw2020.

**EXPLORE CORPORATE PARTNERSHIPS**

USC Gould partners with a number of organizations that offer scholarship savings as an employee benefit.

Benefits for corporate partners and their employees include:

- Generous partner scholarships
- Personalized application support
- Individual academic advising
- Interactive, convenient online experience
- And many more

To see if your business is a partner, or to learn about exploring corporate partnership opportunities, please contact corporatecustomed@law.usc.edu.

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**Master of Studies in Law: Legal Skills and Knowledge for Business Professionals**

**Essential legal education to expand your expertise and strengthen your organization.**

**Specialize In:** Business Law - HR Law and Compliance - Entertainment Law - Financial Compliance - Health Care Compliance - Compliance - Privacy Law and Cybersecurity

To find out more, visit bit.ly/usclaw2020