

Tippie College of Business

**EMPLOYER'S  
GUIDE TO THE  
BUSINESS  
ANALYTICS  
MASTER'S  
PROGRAM**

**IOWA**

**YOUR PEOPLE  
ARE YOUR  
MOST PRECIOUS  
ASSET.**

**INVEST IN THEM.**



Every year, top employers from around the region sponsor their current and rising professionals to be part of the University of Iowa's part-time Business Analytics Master's Program. The reason so many companies are returning sponsors is because they've seen the ROI first-hand.

With time out of the office and sponsorship costs on the line, why do high-performing organizations invest in professional development?

Because there is a compelling business case for this type of investment. We've summarized some of the highlights in this booklet.

Most students take just one course at a time, making it easy to balance work, family, and class. The disruption is minimal—and the payoff is remarkable

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## AT A GLANCE

**10**

**AVERAGE YEARS OF  
WORK EXPERIENCE**

**35**

**AVERAGE AGE**

**#5**

**BEST ONLINE MASTER'S  
IN BUSINESS ANALYTICS**  
*(Fortune, 2024)*

# DO MORE WITH YOUR DATA



**Unlocking the insights hidden in your company's data calls for it's own kind of training. It isn't something you can get from a webinar.**

You've collected a trove of information on your customers, your operations, and your company performance. To use it to drive strategy, you're going to need an entirely different toolkit.

That's where we come in. We know exactly what today's businesses require from their data analysts—and how to provide them the tools they need. At the Tippie College of Business, we're developing the next generation of data storytellers.



## EXPAND YOUR SCOPE

“Every single class has made me better at my job. The database design and management course, and data science, are the most perfect matches to what I’m doing now. I’ve got more tools in my toolbox.”

**Alison Burchett, Master of Business Analytics**

# **BOOST**

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# **COMPANY**

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# **PERFORMANCE**

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**Your investment in your top talent will  
have a domino effect.**

When you invest in your analytics professionals, you impact the performance of your entire organization. We'll help them master the art of diving into the data to uncover critical insights.

We begin with descriptive and diagnostic analytics—they'll help identify past patterns and trends. Then we'll move into predictive and prescriptive modeling to help solve tough business problems and anticipate future opportunities. It won't take long to see how an investment in developing your data team can impact your bottom line.



**COURSES BUILD COMPETENCY  
IN ALL ANALYTICS AREAS**



## TALKING THE TALK

“I knew I had to do a better job speaking the language of analytics. When communicating with my team and my colleagues, I needed to more fully understand their work and what they were saying. That’s why I pursued my second master’s. I returned to Iowa for technical skills, but my ability to communicate, especially with my business analytics colleagues, was also tremendously improved.”

**Tony Sithonnorath, Iowa MBA,  
Master of Business Analytics**

# GET IMMEDIATE VALUE



**Most investments don't start paying dividends from day one. This one is different.**

Let's face it. You're making an investment. It's measured in dollars, time out of the office, or both. You want to know the return.

You don't have to wait until graduation to start reaping the benefits of your investment. In the part-time Business Analytics Master's Program, work and study are intertwined by design. Students are empowered to bring their real-life challenges to the classroom and take new insights back to work.

The result: rapid—sometimes immediate—impact on your organization.

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**\$7,500**

**AVERAGE COST PER YEAR**

**3**

**AVERAGE TIME TO COMPLETE**

## SKILLS WORTH SHARING

“In undergrad you learn all this stuff and wonder, how will I apply it? That’s what I love about this and what’s totally different from undergrad. There are things I can take back to my desk and say: ‘This makes sense. This is a real world application.’”

**Jaden Prottzman, Master of  
Business Analytics**



# RETAIN YOUR BEST TALENT

Prepare the next generation.

You can sponsor your employees to give them the latest skills. You can also make this a part of your talent management strategy. Some of the top employers in the country treat professional development as an integral part of talent acquisition, retention, and succession planning.

## ACQUIRE

Treat this like a part of your overall compensation and offer a benefit other employers don't—without competing head-to-head on salary.

## MOTIVATE

Company sponsorship for the Master of Business Analytics Program carries internal prestige. Use it to reward those who go above and beyond and motivate others who strive to move up the ladder.

## RETAIN

Whether it's through retention contracts or through improved employee satisfaction, sponsoring your top performers is an often overlooked part of the retention toolkit.



The background of the entire page is a repeating pattern of stylized, interlocking tassel shapes in a light gray color. Each tassel shape is composed of multiple concentric, slightly offset lines that create a three-dimensional, woven effect. The pattern is uniform and covers the entire surface.

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of Business

## LEARN MORE

For further questions about the program, please contact:

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