

CHALLENGE

The University of Virginia's Darden School of Business and the McIntire School of Commerce provide practical business knowledge for students, with many graduates going on to work for top employers like Google, Microsoft, and Amazon. As the use of big data and business analytics grows across industries, UVA's Darden and McIntire schools were considering whether to launch a new Master of Science in Business Analytics at UVA's new facilities in the Washington, D.C. area. Before launching the program, the schools wanted to assess the viability of the degree to garner internal support and demonstrate need to the state accrediting body for the program.



DARDEN SCHOOL of BUSINESS

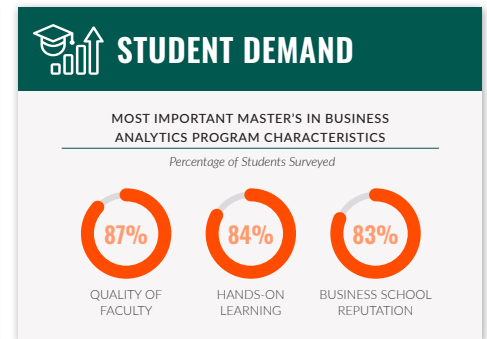
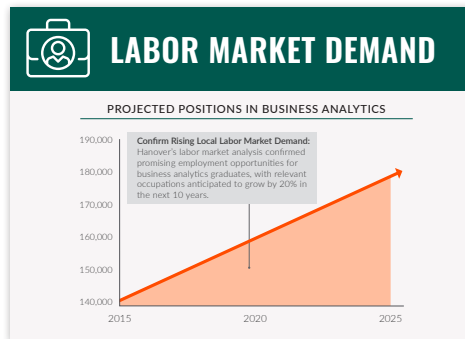
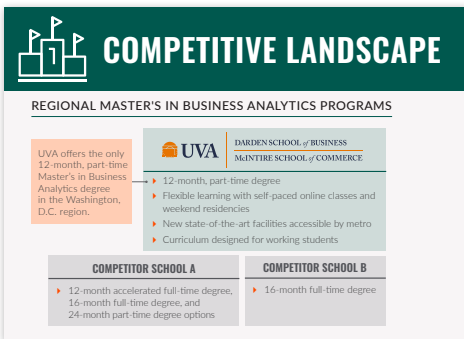
McINTIRE SCHOOL of COMMERCE

Research Questions

- ▶ What does the competitive landscape look like for business analytics programs in the D.C. region and at the top 20 business schools?
- ▶ What is the labor market demand for business analytics-related occupations?
- ▶ Is there student demand for business analytics programs in Washington, D.C.?
- ▶ What are students looking for in a business analytics program?

SOLUTION

Hanover addressed the Darden and McIntire Schools' research questions through two methodologies: a market analysis study drawing on secondary research that assessed the competitive landscape, as well as student and labor market demand trends, and a survey of prospective students to verify student interest and understand more about student preferences. (Details on page 2)



IMPACT

As a result of Hanover's Market Analysis, Darden and McIntire:

- ✓ Confirmed prospective student interest in a Master's in Business Analytics Program
- ✓ Provided a data-driven case for the program to internal and external stakeholders
- ✓ Launched the Master's in Business Analytics Program in Washington, D.C.

“Establishing a satellite campus in D.C. for our Master's in Business Analytics program was an important decision for us. We suspected it would be a very beneficial move for Darden and McIntire, but we needed evidence to back that up. Hanover was able to prove to us, and the state accrediting body, that we were making a sound decision.”

—Maureen Wellen,
Executive Director,

Faculty Advancement at UVA's Darden School

For more information regarding this case study, contact info@hanoverresearch.com

UVA'S BUSINESS SCHOOLS LAUNCH MASTER'S OF BUSINESS ANALYTICS DEGREE



Competitive Landscape

Hanover examined current master's-level business analytics offerings in the Washington, D.C. region as well as offerings at *BusinessWeek's* top 20 business schools to highlight key trends across programs. In addition, Hanover profiled two regional business analytics programs that would likely compete most directly with UVA's proposed MS in Business Analytics program. This competitor analysis helped Darden and McIntire understand the options available to prospective students in the Washington, D.C. area and differentiate itself in its program marketing materials.

REGIONAL MASTER'S IN BUSINESS ANALYTICS PROGRAMS

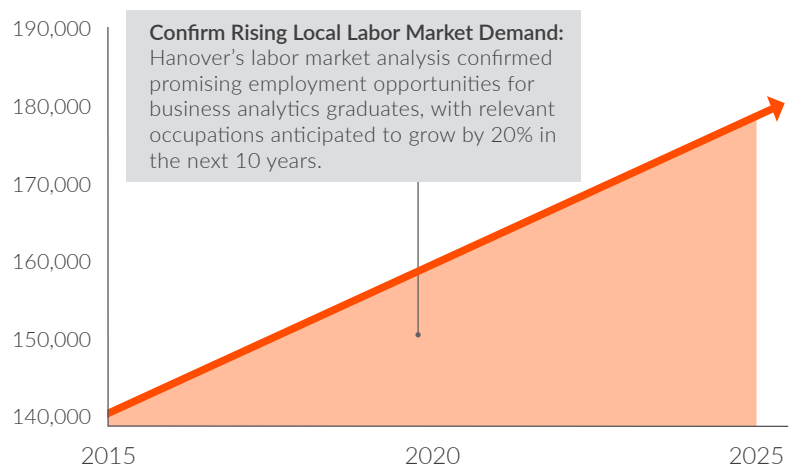
<p>UVA offers the only 12-month, part-time Master's in Business Analytics degree in the Washington, D.C. region.</p>		<p>DARDEN SCHOOL of BUSINESS McINTIRE SCHOOL of COMMERCE</p>
	<ul style="list-style-type: none"> ▶ 12-month, part-time degree ▶ Flexible learning with self-paced online classes and weekend residencies ▶ New state-of-the-art facilities accessible by metro ▶ Curriculum designed for working students 	
<p>COMPETITOR SCHOOL A</p>		<p>COMPETITOR SCHOOL B</p>
<ul style="list-style-type: none"> ▶ 12-month accelerated full-time degree, 16-month full-time degree, and 24-month part-time degree options 		<ul style="list-style-type: none"> ▶ 16-month full-time degree



Labor Market Demand

Hanover analyzed occupational projections and industry trends to assess potential labor market demand for professionals with business analytics training. This analysis also studied the types of jobs currently available in the D.C. area that require business analytics skills. Findings from the analysis show that the current supply of professionals trained in analytics is falling short of meeting industry demand. This analysis also found that graduates of business analytics programs are most likely to seek employment in the consulting, finance, and technology industries, all of which have a strong presence in the D.C. area.

PROJECTED POSITIONS IN BUSINESS ANALYTICS

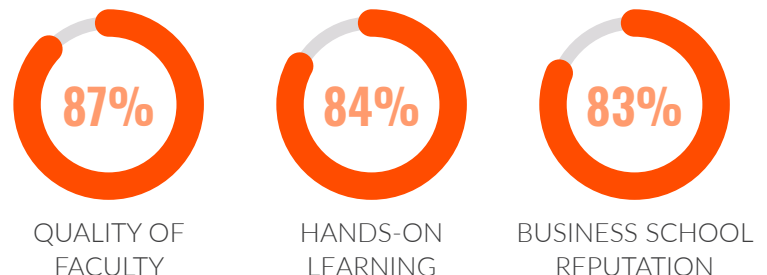


Student Demand

Using degree completions data and insights gleaned from a survey administered to prospective students interested in business education, Hanover assessed student interest in business analytics master's degrees nationally and regionally, highlighting the program features most attractive to prospective students. Hanover found that student interest in specialized business master's degrees has risen since 2009, with students seeking general business knowledge, technical skills, and leadership and managerial skills. In addition, the analysis found candidates interested in a degree like a master's in data analytics typically prefer post-degree jobs in the consulting industry, followed by finance/accounting and technology, in marketing and finance positions.

MOST IMPORTANT MASTER'S IN BUSINESS ANALYTICS PROGRAM CHARACTERISTICS

Percentage of Students Surveyed



For more information regarding this case study, contact info@hanoverresearch.com