# AMERICAN
## IMPERIAL UNIVERSITY

# MS

# in Data Analytics

**18 Months | US MS Degree**

# ABOUT
# AMERICAN IMPERIAL UNIVERSITY

**AMERICAN**
**IMPERIAL UNIVERSITY**

At American Imperial University, we believe in your potential. Education here goes beyond learning, providing a platform to amplify your voice, unleash creativity, and make a lasting impact.

Located in Florida, American Imperial University is committed to providing a world-class learning experience that blends innovation, accessibility, and career-focused education.

# Accreditation and Membership Partners

FLORIDA DEPARTMENT OF
**EDUCATION**
fldoe.org

COMMISSION
FOR
**INDEPENDENT**
**EDUCATION**

AAA

**Membership Certificate**
CERTIFICATE NO. MP25141

# INSPIRING THE FUTURE
## MESSAGES FROM OUR LEADERSHIP

At American Imperial University, we are proud to be a leader in innovation and academic excellence, committed to shaping tomorrow's leaders and changemakers. Our mission is to provide ambitious learners worldwide with affordable, flexible access to top-quality American higher education.

With a leadership team bringing decades of global experience, we deliver transformative programs across diverse fields, rooted in inclusivity, creativity, and real-world impact.

Join us at American Imperial University, where learning meets opportunity, and the future knows no limits.

**Michael Santoro**
Campus President

Our MS in Data Analytics is designed for aspiring professionals and high-potential individuals aiming to build strong skills in data analysis, strategic decision-making, and analytical research.

# PROGRAM HIGHLIGHTS

**Globally Recognized Degree**

**18 Months Online Program**

**41 US Credits**

**Designed for Tech Professionals**

**Flexible Learning**

**Global Networking**

# LEARNING OUTCOMES

### Master Data Tools and Techniques
Acquire understanding of the analytical methodologies and software tools required to efficiently generate usable information from any size of the structured and unstructured dataset.

### Build Real-World Data Projects
Design and complete projects that extract meaningful insights from complex datasets using industry-standard data science methodologies.

### Stay Future-ready with Evolving Tech
Learn and adapt to emerging tools, technologies, and methodologies in data science to stay relevant and effective in a rapidly evolving digital landscape.

### Learn Data Modeling and Computation
Develop a strong foundation in modern data-driven approaches, including statistical modeling and computational techniques.

### Solve Problems with Data Intelligence
Strengthen problem-solving and decision making skills through the use of data mining, machine learning, data visualization, predictive modeling, and business analytics tools.

# PROGRAM STRUCTURE

The MS in Data Analytics at American Imperial University is designed to be flexible and industry-focused, combining coursework, hands-on projects, and real-world case studies. It follows a structured path to help students gain strong theoretical knowledge, practical data skills, and analytical problem-solving expertise.

# PROGRAM COMPONENTS

- **Coursework:** Core, research-based, and elective courses provide essential knowledge.
- **Assignments:** Research papers, projects, and exercises enhance practical application.
- **Case Studies:** Real-world business scenarios develop problem-solving skills.
- **Quizzes:** Regular assessments reinforce learning and progress.
- **Project Dissertation:** Comprehensive evaluations showcasing critical thinking and mastery.

# LEARNING APPROACH

- Online Learning
- Interactive Workshops
- Applied Research
- Global Exposure

# PROGRAM MODULES

This program covers key areas like programming, statistics, machine learning, business intelligence, and data visualisation, blending theory with hands-on learning to solve real-world data challenges.

## Module 1 — Programming Concepts and Practice

The purpose of this unit is to give students an understanding of basic programming concepts, problem-solving processes, writing an algorithm, debugging and other modern programming paradigms.

## Module 2 — Database and Analytics Programming

The aim of this unit is to provide knowledge on databases and SQL concepts, working on data analytics solutions with programming languages, database systems and environments providing hands-on experience with real-world datasets.

## Module 3 — Probability and Statistics for Data Analytics

This unit provides foundational skills in statistical thinking, communicating statistical results effectively, analysing and visualising data in R, creating data analysis reports, and making data-based decisions.

## Module 4 — Business Process Optimisation

The aim of the unit is to impart in-depth analysis of business process models, optimize change in a dynamic environment, and suggest and manage effectively in the organisation process.

## Module 5 — Fuzzy Logics and Fuzzy System

The unit aims to provide an understanding of basic mathematical models, analyse fuzzy sets with examples, and components of building fuzzy systems based on real-world scenarios.

## Module 6 — Modelling Simulation and Optimisation

The purpose of this unit is to give an understanding of designing, implementing, simulating, exploring behaviours of a system and optimizing a dynamic system.

## Module 7 — Machine Learning

The aim of the unit is to provide students with an in-depth understanding of the fundamentals of machine learning, data-driven modelling, applying machine learning techniques, neural networks, visualizations of algorithms, decision-making and development of predictive models for real-world applications.

## Module 8 — Business Intelligence and Analytics

This unit introduces students to prominent business analytics models, data mining, data collection, and statistical analysis to gather, organise, analyse and visualise data pertaining to real-world business problems.

## Module 9 — Data Mining & Text Analysis

The aim of this unit is to provide understanding on statistical approaches, develop techniques for data mining, algorithms for text processing, extraction of knowledgeable insights from text data.

## Module 10 — Natural Learning Process

This unit aims to provide an understanding of working with text data using natural language concepts, loading and analysing data to draw useful insights, sentiment and statistics using sentiment analysis and classification techniques.

## Module 11 — Financial Data Analytics

The unit aims to provide an understanding of financial performance analysis, and application to financial decision-making, discover key success factors, empirical findings, and multifactor models, and identify the future performance of entities.

## Module 12 — Neural Networks and Deep Learning

The aim of the unit is to provide an understanding of the basics of neural networks and deep learning, building, training the neural networks, and applying deep learning concepts to drive business insights across various industries.

## Module 13 — Project Dissertation

The aim of this unit is to provide understanding on statistical approaches, develop techniques for data mining, algorithms for text processing, extraction of knowledgeable insights from text data.

# AI For Managers

## The X Factor
## 'AI for Managers Module'

Learn the role of AI in various Management Functions

Learn Tools to Save Time & Improve Efficiency

Improve Decision Making

Derive Data-Driven Insights

Master Market Research

Learn Project Management Tools

## Tools*

Project Management

Data Analytics

Writing Assistants

Task Management

Market Research

Customer Relationship Management

# NEXT

## NETWORKING SYMPOSIUM
## CONNECT. COLLABORATE. CONQUER.

Our Networking Symposium has successfully united students, professionals, and industry leaders for the past three years. This platform is ideal for building connections, fostering collaboration, and achieving success.

You will get the opportunity to engage in meaningful discussions about current global trends in leadership and business. The symposium provides an enriching experience that promotes networking and the exchange of innovative ideas.

- Networking Opportunities for Life
- Gather Insights About Various Industry Sectors
- Leadership Lessons From Global Industry Leaders
- Business and Technology Trends Expected to Shape the Future
- Thought-Provoking Sessions on a Diverse Set of Topics
- Collaboration Opportunities With Peers

# EMPOWERING YOUR CAREER GROWTH

American Imperial University's Career Services provide extensive support to help MS graduates transition into leadership roles and advance their careers. Our dedicated team offers personalized guidance, networking opportunities, and resources to ensure professional success.

## KEY CAREER SERVICES

- Career Coaching
- Resume & CV Development
- Interview Preparation
- Networking Opportunities
- Entrepreneurship Support
- Leadership Development
- Designated Course Coordinators

# MEET
# THE FACULTY

**Dr. Nicholas Harkiolakis**
PhD in Computer Science

**Dr. Stanley Francois**
PhD in Information Technology
& MS-ISM, Information
Security Management

**Dr. Arianna Mazzeo**
PhD (Co-learning Methodology),
Post Doctorate (Adult Learning
for AI Education), Post Doctorate
(Brand Advertising & Media
Futures)

**Dr. Huston Pullen**
Doctor of Business
Administration
(International
Management
& Entrepreneurship)

**Dr. Soha Diya**
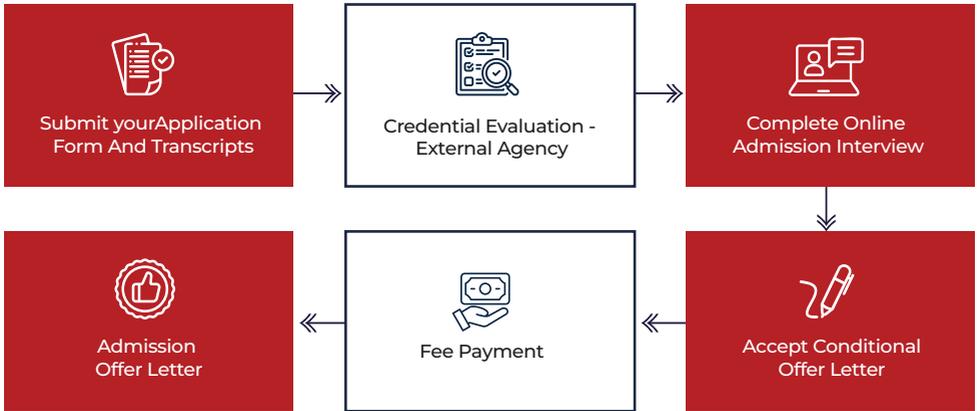PhD Business
Administration

**Dr. Anuja Shukla**
PhD, MPhil, MBA, MA
Economics

**Dr Abi Nisrine**
PhD Business
Administration

# APPLICATION PROCESS

| Submit yourApplication Form And Transcripts | → | Credential Evaluation - External Agency | → | Complete Online Admission Interview |
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| Admission Offer Letter | ← | Fee Payment | ← | Accept Conditional Offer Letter |
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# ELIGIBILITY

To be eligible for admission to the MS in Data Analytics program, applicants must meet the following requirements

- Applicants must hold a bachelor's degree in Quantitative Analysis, Accounting, Economics, Finance, or a degree with similar quantitative focus from an accredited post-secondary institution, OR possess any bachelor's degree PLUS two years of related work experience.
- International applicants must hold a degree recognized as equivalent to a U.S. bachelor's degree.
- Admission decisions are based on the evaluation of academic credentials, applicable test scores, and an admissions interview to assess eligibility.
- Applicants who have a valid bachelor's degree or equivalent and have studied mathematics & programming modules.
- Undergraduate cumulative grade point average (CGPA) is 2.50 or higher (on a 4.00 scale) or 60% are eligible for admission.

**Other Requirements**

English Language Requirement :
- All students must speak, read, and write English fluently.
- International students not native in English must demonstrate proficiency with a composite score of 6 for IELTS or a TOEFL score of min 60 out of 120.

# YOUR DEGREE.
# YOUR PATH TO GROWTH.

American Imperial University

In recognition of completion of the approved course of study
and fulfillment of all requirements for the degree.

American Imperial University hereby confers upon

**Your Name**

the degree

**Master of Science
in Data Analytics**

together with all the rights and privileges pertaining thereto.

Given at Orlando, in the State of Florida.
This ninth day of April, two thousand and twenty-five

President of the University

Chair of the Board of Trustees

# FREQUENTLY ASKED QUESTIONS

1. **What is the duration of the program?**
   The program spans 18 months.

2. **What is the mode of delivery?**
   The mode of delivery is online, featuring online modules and live faculty sessions.

3. **What is the schedule like for working professionals?**
   The flexible structure allows students to balance their studies with professional commitments through self-paced online modules and scheduled live sessions.

4. **What is the total number of credits for the program?**
   The total number of credits for the MS program is 41 US credits.

5. **Are there installment payment options available for tuition?**
   Yes, tuition fees can be paid in flexible installments throughout the program.

6. **Do I need to take an English proficiency test or submit GMAT/GRE scores?**
   No English proficiency test is required.

# CONTACT US

## American Imperial University

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