MSIS at Santa Clara University
-Ritu Pardasani-

Introduction:

With the steep increase in the enrollment trend for graduate studies many people opt for completing their Master's degree. The main question that comes to student's mind is ***what majors to pursue? Which degree has the greatest return of investment? Which degree guarantees a job?*** With the recent trends, a Master's degree in Information System (MSIS) is the degree to watch out for. The perfect blend of business and technology gives the degree a competitive edge in the market. Now***, the next big questions is which university should be chosen for MSIS?***

To make it easier for the prospective students, I have done some analysis that will help answering the questions mentioned above.

Claim:

Pursuing Masters in Information Systems (MSIS) from Santa Clara University is a wise choice in terms of academics, job opportunities & return of Investment.

I am going to prove the above mentioned claim by answering the following questions –

1. **Why MSIS?**
2. **Why at SCU?**

Why MSIS:

I have visualized some graphs comparing MSIS degree with similar degrees. This will give a clear idea how MSIS wins over other degrees.
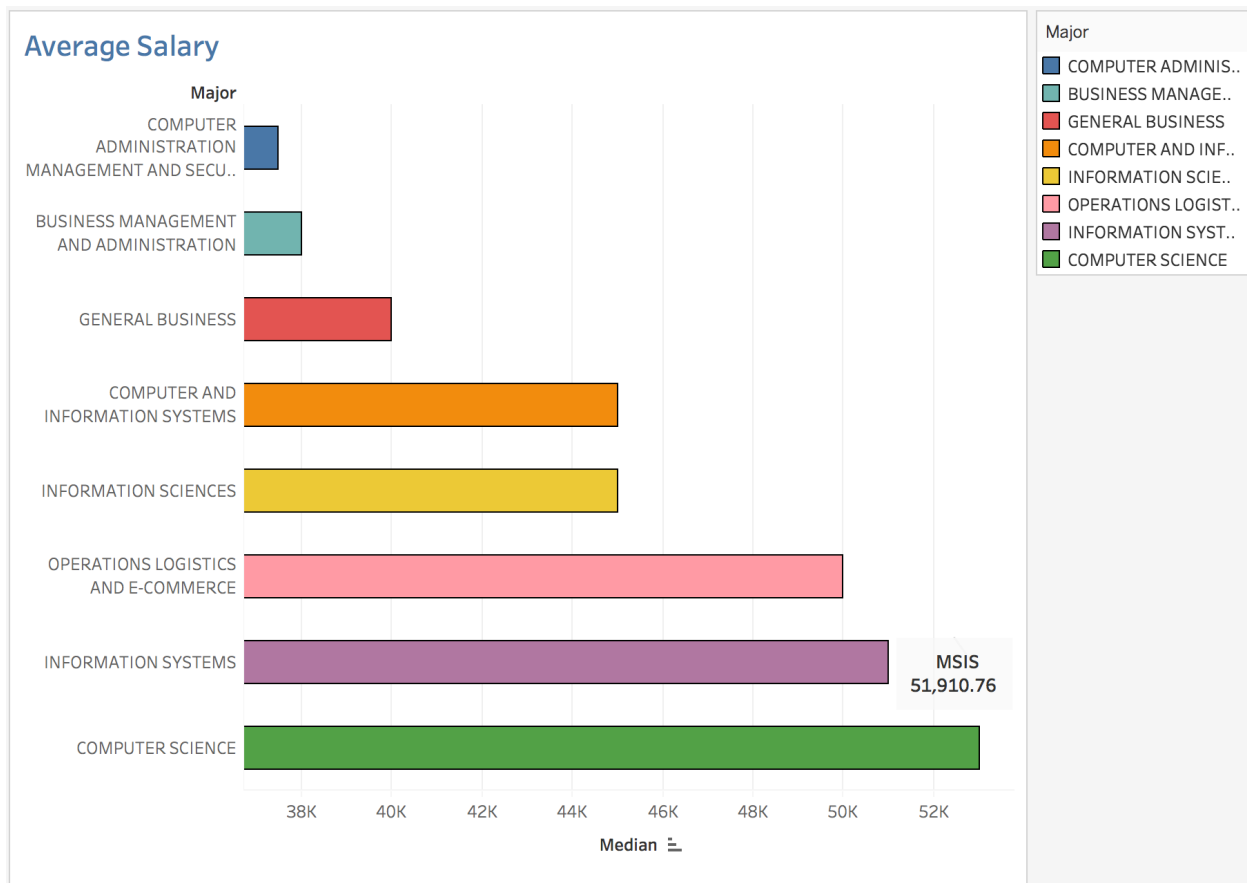
I have considered a few similar majors to MSIS so that it can give a better comparison with respect to single career direction. The majors selected are:

INFORMATION SCIENCES	COMPUTER SCIENCE
INFORMATION SYSTEMS	GENERAL BUSINESS
OPERATIONS LOGISTICS AND E-COMMERCE	COMPUTER AND INFORMATION SYSTEMS
COMPUTER ADMINISTRATION MANAGEMENT AND SECURITY	BUSINESS MANAGEMENT AND ADMINISTRATION

1. *Comparison of average salaries of various majors:*

In this Visualization, I am showing average salaries of various majors in comparison to MSIS. As shown below, MSIS is ranked second among all other majors. The average salary of a person holding MSIS degree is higher than most majors.
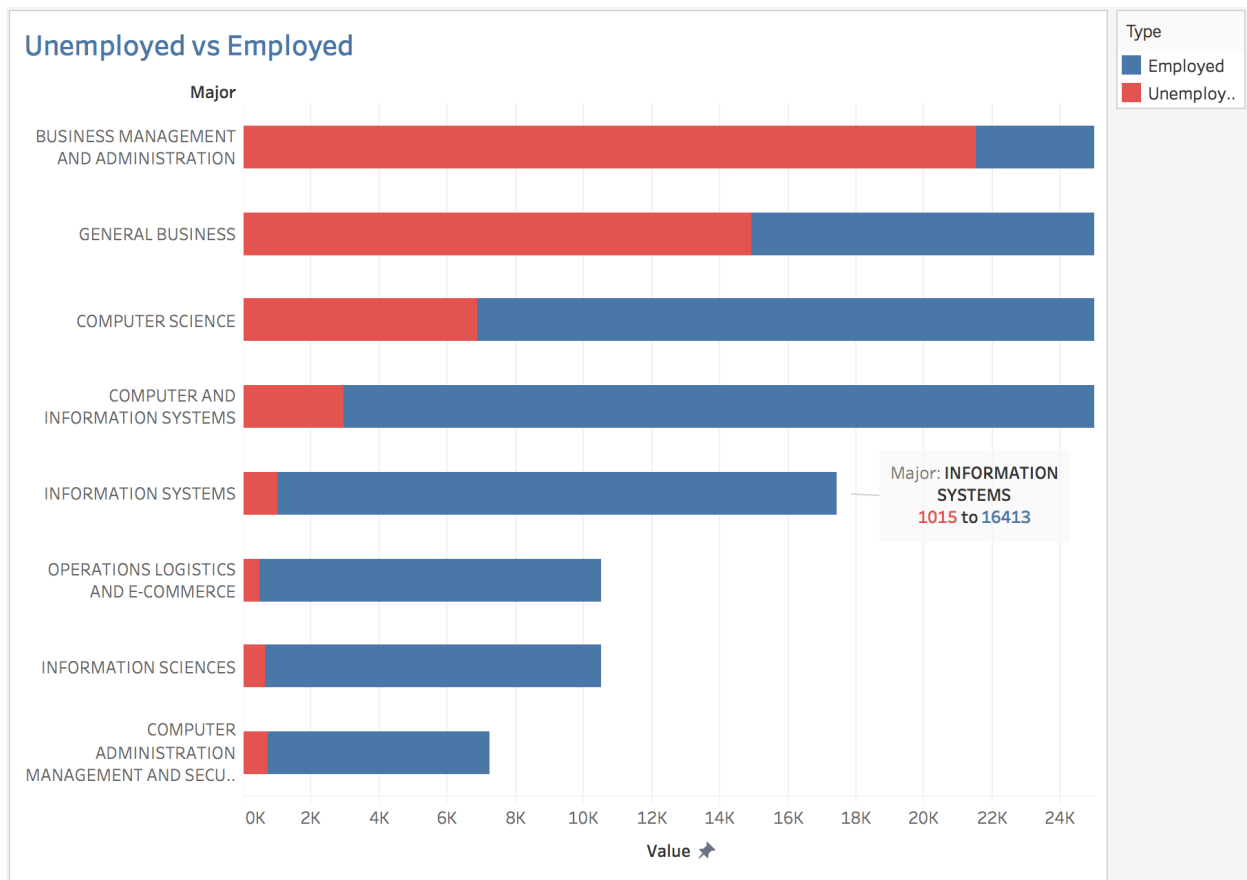
Higher salaries represent higher demand in current market. MSIS being in the top two clearly states the high demand of the degree in present market situation.

2. *Unemployment to Employment ratio for Various Majors:*

This visualization shows the employed vs unemployed ratio for each of the majors. The stacked bar chart clearly depicts that this ratio for people holding MSIS degrees is very low, showing that there are more employed candidates than unemployed candidates. Thus, choosing MSIS major pretty much guarantees you a job!

Visualization tricks - Considering the claim, my aim is to convince people to take MSIS degree, I tweaked the X axis and capped it to 25K to show the ratio is on a more positive side than rest of the major.
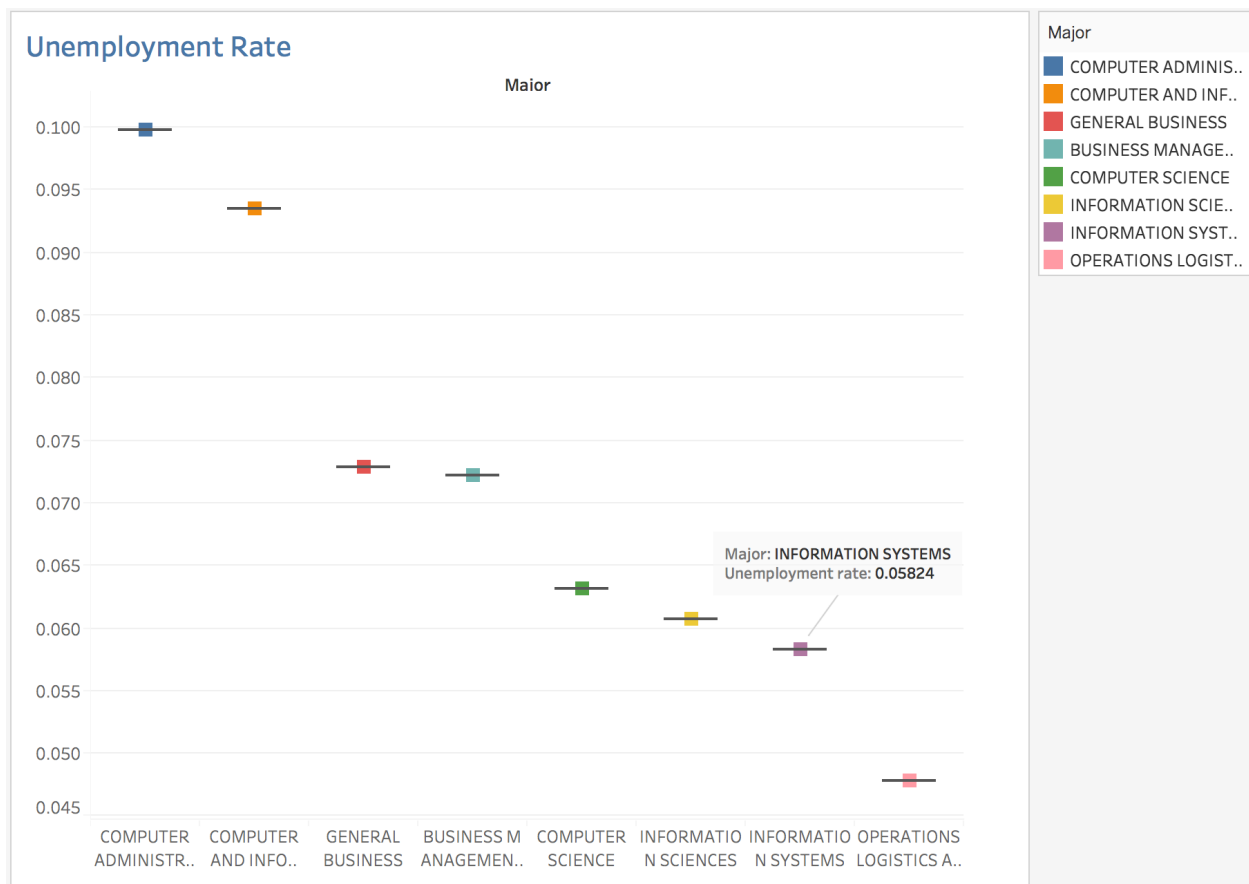
3. *Unemployment rates of various majors:*

This metrics depicts the rate at which people holding various degrees lose their jobs and get unemployed. Therefore, lower the unemployment rate – higher the job security.

As we can clearly see that unemployment rate for MSIS is very less as compared to all the majors. This shows that MSIS degree doesn't just promise a decent paying job, it also ensures the security of that job.

Visualization tricks - I adjusted the X axis by excluding the zero pointer mark so as to show the huge difference between the highest unemployment rate and that of MSIS to add the exaggeration factor.

All of the above mentioned facts are major concerns a student has while picking a major and these facts answer the question "Why MSIS" very clearly. MSIS degree major is in very much demand, gets you employed with a fairly good salary and confirms that you won't get fired anytime soon.

Why SCU?

There are a lot of universities that offer MSIS courses but to choose one amongst them is altogether different task. When comparing SCU with such universities, the major points favoring SCU are as follows:
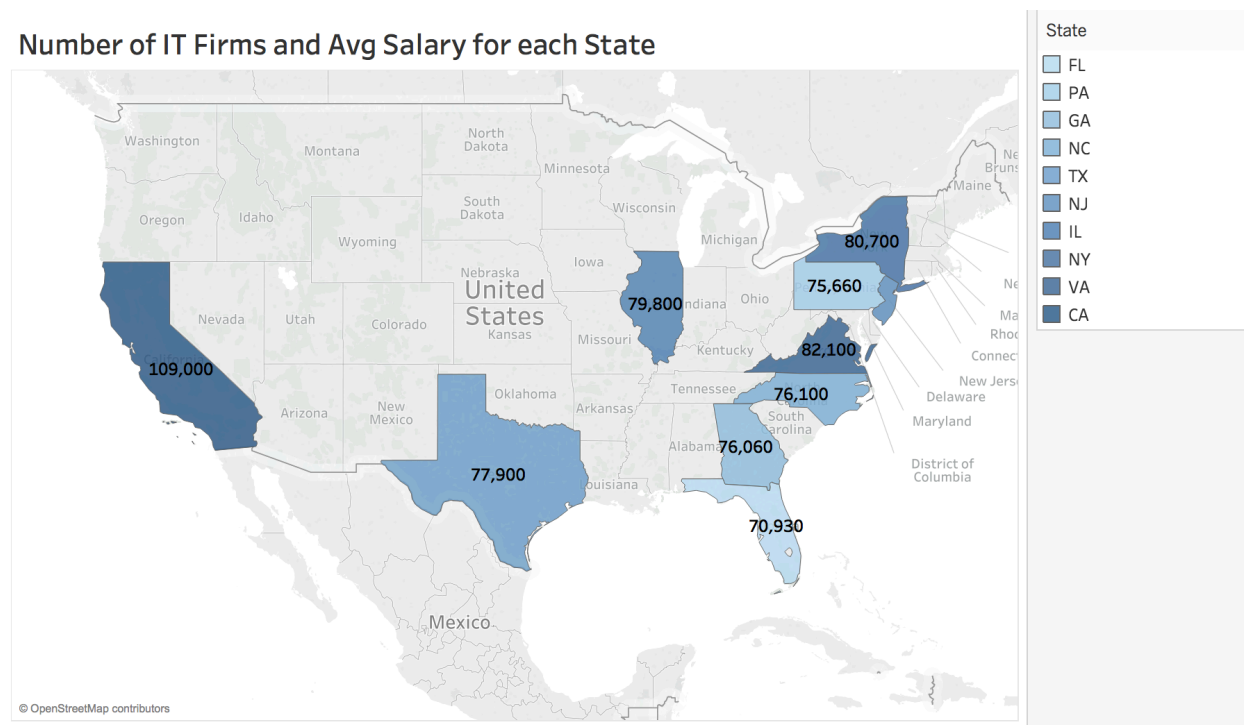
1. Location of SCU:

While choosing any university the location plays a very important role. Depending on the majors of study, different factors are to be taken into consideration while choosing the appropriate location.

The number of IT firms in a state represent the amount of job opportunities in that state. (I am taking the count of IT firms as majority of MSIS related jobs are created through IT firms).

In this visualization, the states are colored based on the number of firms. California having the largest number of IT firms is colored the darkest shade and Florida with the least number is colored the lightest shade. Also, the states are labeled with average salaries of MSIS related job roles and it's pretty clear that California has the highest average salary as well.

Based on the above analysis, any student would want to consider to choose a university in California. SCU being in California as well as in the heart of Silicon Valley becomes a top choice.

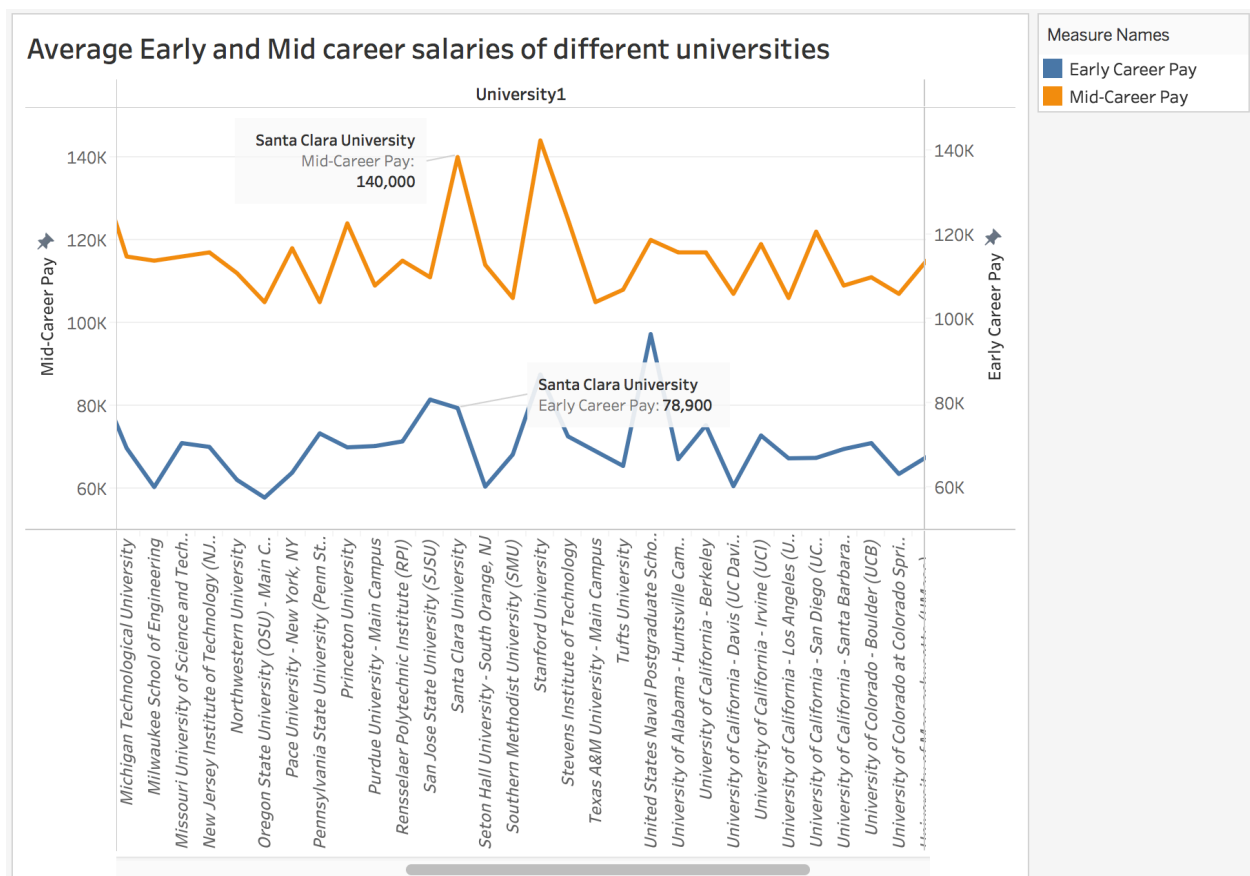Number of IT Firms and Avg Salary for each State

Improvements of this Chart: (show this in Lab session-6)

I am going to collect the locations of different headquarters (companies) and then plot them in the map, which will directly highlight the bay area. Along with it I will show the location of Santa Clara University, which will directly imply in first look that SCU's location is the best.

2. *Average Early and Mid-career salaries of candidates holding master's degree from various Universities:*

If we look at the salaries offered to a graduate student of various universities, after gaining their master's degree, we find that Santa Clara University graduates have considerably high early and mid-career salaries.

The salary offered to SCU graduates is comparable to the salary offered to graduates from universities like Stanford. There is huge hike in the mid-career salary from the early career salary of a SCU graduate, showing there is huge progress in their professional career as they start working and show their importance in a company.

3. ***SCU has its own press release on Return on Investment***: (https://www.scu.edu/news-and-events/press-releases/2016/april-2016/santa-clara-university-ranks-high-on-payscale-college-roi-report.html)

Santa Clara University was ranked in the top ten percent, placed 60th out of the 962 schools that were included in the PayScale College ROI list. Of the schools included in the overall PayScale College ROI list, there were 442 public, 505 private not-for-profit, and 15 private for-profit schools.

The survey ranked schools by their "20 Year Return on Investment," meaning the additional salary over 20 years that a graduating student would earn above that of a high-school graduate, after subtracting the cost of education. According to the report, Santa Clara University graduates were calculated as having a 20-year net ROI of $609,000. SCU graduates reported an average salary of around $59,800 in their early career and a mid-career salary of around $117,000.

Implementing the model –

Need:
The prospective students need to take a decision on which university and which major they should enroll in. In most cases, Masters is done for advancements in the career. Hence, the need for the prospective students is to research accordingly and find something which perfectly aligns with their career choices.

Fears:
→ getting a job?

→ return on investment?

→ Long term growth in careers?

→ Advancement in careers?

→ Good pay packages?

Conclusion:

MSIS at SCU is a pretty good program due to all of the above metrics shown. The location is the best, max job opportunities, more than average early and mid-career salaries and more employment chances.