General Overview: Master’s Degree Programs
May 29, 2014

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Agenda

• How to participate in today’s webinar
• Carnegie Mellon University & Heinz College
• Master’s Degree Programs @ Heinz College
• Admissions & Financial Aid
• Q&A Discussion
The GoToWebinar Attendee View

Carnegie Mellon University
Heinz College

Heinz College Admitted Student Information Session: MSPPM (Pittsburgh & DC Tracks)

Organizer: Brad Stephenson | Presenter: Brad Stephenson
Audio: Use your microphone and speakers (VoIP) or call in using your telephone.

[Image of webinar interface with attendees' photos and names]

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How to Participate Today

• Open and close your Panel
• View, Select, and Test your audio
• Submit text questions
• Q&A addressed during and at end of session
• Presentation slides will be sent to all attendees
About Carnegie Mellon and Heinz College...

Main campus in Pittsburgh, Pennsylvania
11,000 students at CMU
1,200 students at Heinz College
  • Other locations: Australia, DC, LA
  • Distance-learning (MSIT)

Interdisciplinary strengths
  • Computer science and engineering
  • Management and policy
  • Data analytics
  • Visual and performing arts
Heinz College Master’s Programs

School of Public Policy & Management
- Arts Management
- Entertainment Industry Management
- Health Care Policy and Management
- Public Policy and Management
- Public Management
- Medical Management

School of Information Systems & Management
- Information Systems Management
- Information Security Policy and Management
- Information Technology

Heinz-Australia
- Information Technology
- Public Policy and Management
Core classes common to all Heinz degrees...

Finance
Economics
Statistics
Organizational Management
Strategic Presentation Skills
Strategic Writing Skills
Information Technology
Management Science/Decision Making Under Uncertainty

Analysis and Modeling
Information Technology
Policy and Management
...form the foundation for each specialized area of study...
...and industry-leading master’s degrees

Information Systems & Security
- MISM – Master of Information Systems Management
- MSISPM – MS in Information Security Policy & Management
- MSIT – MS in Information Technology

Public Policy & Management
- MSPPM – MS in Public Policy and Management
- MPM – Master of Public Management

Arts & Entertainment
- MAM – Master of Arts Management
- MEIM – Master of Entertainment Industry Management

Health Care Policy & Management
- MSHCPM – MS in Health Care Policy & Management
- MMM – Master of Medical Management
Outside of the Classroom: Professional development opportunities

- Internships
- Systems Synthesis Project
- Case Competitions
- Heinz Student Organizations
- Networking Events
- Conference Funding
- Career Services
- Alumni Mentor Program

Heinz MSHCPM Students Win Rutgers BioPharma Case Competition
Guest lecturers share expertise with students.

*American Economic Policy at a Crossroads: The View from the West Wing*

**Gene Sperling**, Director of the National Economic Council

*Protecting U.S. Intellectual Property: A View from the Front Lines*

**Victoria A. Espinel**, U.S. Intellectual Property Enforcement Coordinator, Executive Office of the President

*Accessibility and Inclusion in the Arts: Strategies for Change*

**Diane Nutting**, Director of Access and Inclusion for Imagination Stage in Bethesda, Maryland, and co-chair of the 2013 American Alliance for Theatre and Education National Conference

*Health Care Policy for a Changing Country*

**Mark Doms**, Under Secretary for Economic Affairs, U.S. Department of Commerce

[http://www.heinz.cmu.edu/academic-resources/lectures-presentations/index.aspx](http://www.heinz.cmu.edu/academic-resources/lectures-presentations/index.aspx)
The School of Information Systems and Management

A perfect blend of Technology, Policy and Management
School of ISM: reputation shown in rankings

Ranked by U.S. News

- 1st in Information and Technology Management
- 1st in Computer Science
- 1st in Management Information Systems
- 2nd in Quantitative Analysis
- 4th in Computer Engineering
School of ISM: interdisciplinary degrees, flexible options.

**MISM:** Master of Information Systems Management
- 3 semesters, 12 or 16 Months – Pittsburgh campus
- 4 semesters, Global Track with study in Australia & U.S.

**MSISPM:** M.S. in Information Security Policy & Management
- 3 or 4 semesters; 16 – 21 months
- Pittsburgh campus

**MSIT:** M.S. in Information Technology
- Part-time, Campus or Distance-learning
- 2 to 5 years to complete
MISM Specializations (optional) & BIDA Concentration

BIDA Concentration:
Business Intelligence & Data Analytics

- Business Process Analysis
- Predictive Modeling
- Analytical Reporting
- Segmentation Analysis
- Data Visualization
- GIS Mapping

MISM Specialization Areas

- Electronic Commerce
- Business Intelligence
- Healthcare Informatics
- Information Security Management
- IT Strategy & Management
MSISPM: study with world-leaders in information security and policy.

- CMU: A National Center of Academic Excellence in Information Assurance Education (CAEIAE) Students
- Experts from the Software Engineering Institute (SEI) and the CERT (both CMU-based) teach MSISPM classes
- Strong ties to U.S. National Security Agency and Department of Homeland Security
- Government or consulting career placement opportunities

Carnegie Mellon University Heinz College
School of ISM Careers

**MISM** • $91,000 - $94,000

**MSISPM** • $77,000 – 80,000

Average starting salaries in US Dollars, varies by previous work experience, sector and country.

Employers of MISM, MSISPM and MSIT alumni:

<table>
<thead>
<tr>
<th>Company</th>
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<th>Company</th>
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<tbody>
<tr>
<td>Alcoa</td>
<td>Cisco Systems</td>
<td>Johns Hopkins Applied Physics Lab</td>
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<td>Alliance Bernstein</td>
<td>Deloitte</td>
<td>Lockheed Martin</td>
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<td>Amazon.com</td>
<td>Deutsche Bank</td>
<td>Microsoft</td>
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<td>Bank of America</td>
<td>eBay</td>
<td>Morgan Stanley</td>
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<td>Barclays Capital</td>
<td>Equitable Resources</td>
<td>Oracle</td>
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<td>Boeing</td>
<td>General Motors</td>
<td>PriceWaterhouseCoopers</td>
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<td>Bloomberg</td>
<td>Goldman Sachs</td>
<td>Qualcomm</td>
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<td>BNY Mellon</td>
<td>Google</td>
<td>Sandia National Laboratories</td>
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<td>Boeing</td>
<td>IBM</td>
<td>UPMC</td>
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<td>Booz Allen Hamilton</td>
<td>Integralis</td>
<td>U.S. Government: FBI, CIA DOD</td>
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<tr>
<td>Capital IQ</td>
<td>Intel Corporation</td>
<td>Ventyx</td>
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School of Public Policy and Management

*Helping Diverse Students become Professionals*

- Liberal Arts
- Science
- Engineering
- Arts
- Economics
- Business

→

*Hamburg Hall*

→

- Policy and/or
- Management
- Professionals
School of Public Policy and Management

Public Policy & Management
MS- Public Policy & Management*
Master of Public Management**

Health Care Policy & Management
MS- Health Care Policy & Management *
Master of Medical Management**

Arts & Entertainment
Master of Arts Management *
Master of Entertainment Industry Management

Consistently ranked in the top 10 among schools of public affairs

* Dual degree options available
** Part-time study available
**Policy and Management Degrees:**

**MS- Public Policy & Management**

**Master of Public Management**

**Industries/Employers**

- **Public Sector**
  - Federal, State & Local Governments

- **Private/ interface**
  - Consulting Firms
  - Banking
  - Other Fortune 500 Co’s

- **NPOs and NGOs**
  - UN, World Bank, IMF
  - Health, Education, Human Services
  - Think Tanks/ Research
Health Care Policy and Management Degrees:
MS- Health Care Policy & Management
Master of Medical Management*

MSHCPM Job Titles
Administrative Fellow, Analyst, Associate, Consultant, MD/Medical Student, Senior Analyst, Sr. Consultant

MSHCPM Employers
Triage Consulting Group, The Mitre Corporation – CTH, Deloitte, Booz Allen Hamilton, Partners Health Care, Advisory Board Company, Mount Carmel Health System, UPMC – Children’s Hospital, UPMC – Physician’s Services, Med Assurant

MMM alumni fill executive leadership positions in hospitals, medical systems, health insurance organizations, and private individual/group practices.

*CMM applicants must have MD, DO or equivalent.
Arts and Entertainment Degrees
Master of Arts Management
Master of Entertainment Industry Management

Job Titles
Account Manager - Agency Assistant - Assistant Production Coordinator - Assistant to SVP of Alternative Programming Coordinator - Worldwide Digital Marketing - Executive Assistant Experiential Marketing Specialist - Film Research Coordinator Operations Coordinator - Production Assistant – Booking Agent - Capital Campaign Assistant - Company Manager - Editor/Price Database Department - Engagement - General Manager - Grants Writer - Management Development - Manager of Marketing & Community - Marketing Associate Strategic Communications Specialist

Non Profits Arts Orgs
Foundations
TV/Movie Studios
Screen-Based Media Co’s

Carnegie Mellon University
Heinz College
<table>
<thead>
<tr>
<th>Program</th>
<th>Starting Salary</th>
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<tr>
<td>Policy and Management</td>
<td>$71,320</td>
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<tr>
<td>Arts Management</td>
<td>$45,296</td>
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<tr>
<td>Entertainment Industry Management</td>
<td>$40,262</td>
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<tr>
<td>Health Care Policy Management</td>
<td>$67,291</td>
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*Average starting salaries in USD; varies by sector, previous experience and country. Data based on survey responses submitted by alumni in recent graduating classes.
Admissions and Financial Aid
Characteristics of Successful Applicants

- Commitment, leadership
- Clearly defined goals for graduate education
- Relevant experience, education
- Competitive test scores
- Demonstrated potential for academic success
Apply online – Application deadline January 10

- [https://app.applyyourself.com/?id=cmu-spp](https://app.applyyourself.com/?id=cmu-spp)
- Three (3) letters of recommendation
- Official transcripts
- Official GRE or GMAT scores (where required)
- Official TOEFL or IELTS score (where required)
- Resume
- Written Essay
- Video Essay (optional but highly recommended)
- Interviews (optional unless requested by committee)
There are many opportunities for scholarship.

- Merit-based scholarships
- Organizational partner scholarships
- Employment-based scholarships (MPM, MSIT)
- U.S. Military – active duty and veteran scholarships
- No separate application required!
Continue the Conversation

- Fall Visitation (scheduled for October or November)
- Individualized visits to campus
- Connect with current students/alumni
- Online Information Sessions