General Overview:
Master’s Degree Programs
September 25, 2014

David Danenberg, Assistant Director of Admissions
David Eber, Director of Admissions and Financial Aid
Amy Seymour, Assistant Director of Admissions

Reach any of us: hnzadmit@andrew.cmu.edu or +1.412.268.2164
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
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
12,000 students at CMU
1,400 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

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
...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
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
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

Carnegie Mellon University
Heinz College
School of ISM: interdisciplinary degrees, flexible options.

**MISM:** Master of Information Systems Management (250 students/year)
- 3 semesters, 12 or 16 (w/ internship) months – Pittsburgh campus
- 4 semesters (21 months), Global Track w/ study in Australia & U.S.

**MSISPM:** M.S. in Information Security Policy & Management
- 3 or 4 semesters; 16 – 21 months
- Pittsburgh campus (25 students/year)

**MSIT:** M.S. in Information Technology
- Part-time, Campus or Distance-learning
- 2 to 5 years to complete
- 3+ years prior work experience required
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
MSIT Degree has multiple “Tracks” Available*:

- **MSIT-IT Management** *(evening, distance)*
- **MSIT-Information Security & Assurance** *(evening, distance)*
- **MSIT-Software Design & Management** *(evening only)*
  - For a distance option, see the School of Computer Science.
- **MSIT-Business Intelligence & Data Analytics**
  - Just launched January 2014 – primarily distance only

* Must pick degree and primary delivery mode/location during application phase.
Evening students may need to take an occasional distance class to fulfill core course requirements.
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>Alcoa</th>
<th>Cisco Systems</th>
<th>Johns Hopkins Applied Physics Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliance Bernstein</td>
<td>Deloitte</td>
<td>Lockheed Martin</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>Deutsche Bank</td>
<td>Microsoft</td>
</tr>
<tr>
<td>Bank of America</td>
<td>eBay</td>
<td>Morgan Stanley</td>
</tr>
<tr>
<td>Barclays Capital</td>
<td>Equitable Resources</td>
<td>Oracle</td>
</tr>
<tr>
<td>Boeing</td>
<td>General Motors</td>
<td>PriceWaterhouseCoopers</td>
</tr>
<tr>
<td>Bloomberg</td>
<td>Goldman Sachs</td>
<td>Qualcomm</td>
</tr>
<tr>
<td>BNY Mellon</td>
<td>Google</td>
<td>Sandia National Laboratories</td>
</tr>
<tr>
<td>Boeing</td>
<td>IBM</td>
<td>UPMC</td>
</tr>
<tr>
<td>Booz Allen Hamilton</td>
<td>Integralis</td>
<td>U.S. Government: FBI, CIA DOD</td>
</tr>
<tr>
<td>Capital IQ</td>
<td>Intel Corporation</td>
<td>Ventyx</td>
</tr>
</tbody>
</table>


School of Public Policy and Management

Helping Diverse Students become Professionals

Liberal Arts  Science  Engineering
Arts  Economics  Business

Policy and/or Management Professionals

Hamburg Hall

Carnegie Mellon University
Heinz College
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 (NO prior work experience required)
Master of Public Management (3+ years prior experience required)

Industries/Employers

Public Sector
- Federal, State & Local Governments

Private/ interface
- Consulting Firms
- Banking
- Other Fortune 500 Companies

NPOs and NGOs
- UN, World Bank, IMF, Health, Education, Human Services, Think Tanks/ Research

Common undergrad majors: political science, business, economics
**MSPPM: Find your fit. Choose your path.**

<table>
<thead>
<tr>
<th>Traditional</th>
<th>3 semester *</th>
<th>Data Analytics</th>
<th>Washington, DC</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>~75 students/ year</td>
<td>~10 students/ year</td>
<td>~10 students/ year</td>
<td>~25 students/ year</td>
<td>~5 students/ year</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>PITTSBURGH</td>
<td>PITTSBURGH</td>
<td>1 YR. PITTSBURGH</td>
<td>1 YR. AUSTRALIA</td>
</tr>
<tr>
<td>21 MONTHS</td>
<td>16 MONTHS</td>
<td>21 MONTHS</td>
<td>1 YR. D.C.</td>
<td>1 YR. PITTSBURGH</td>
</tr>
<tr>
<td>YES</td>
<td>NO</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>8 PRE-DEFINDED AREAS</td>
<td>8 PRE-DEFINDED AREAS</td>
<td>DATA ANALYTICS</td>
<td>POLICY ANALYSIS</td>
<td>8 PRE-DEFINDED AREAS</td>
</tr>
</tbody>
</table>

*Requires 3+ years of prior work experience*
Health Care Policy and Management Degrees:
MS- Health Care Policy & Management (25-30 students/ year)
- Common undergrad majors: STEM-related, economics, political science

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.

*MMM applicants must have MD, DO or equivalent.*
Arts and Entertainment Degrees

Common undergrad majors: visual and performing arts or in many other liberal arts and humanities

Master of Arts Management
- 30 students/ incoming class

Master of Entertainment Industry Management
- 25 students/ incoming class (Year 1= Pittsburgh. Year 2= Los Angeles with 4 days of FTE industry internship)

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
## School of PPM Starting Salaries*

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy and Management</td>
<td>$71,320</td>
</tr>
<tr>
<td>Arts Management</td>
<td>$45,296</td>
</tr>
<tr>
<td>Entertainment Industry Management</td>
<td>$40,262</td>
</tr>
<tr>
<td>Health Care Policy Management</td>
<td>$67,291</td>
</tr>
</tbody>
</table>

*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
- 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 (November 14-15, 2014)
- Individualized visits to campus
- Connect with current students/alumni
- Program-Specific Online Information Sessions
  - Week of November 17-21, 2014
Any questions?

hnzadmit@andrew.cmu.edu
+1.412.268.2164