

Grad School Review



University of Wisconsin
Whitewater

School of Graduate Studies

| August 2020

As we come closer to the fall semester, UW-Whitewater is excited to welcome students back to campus safely and provide the needed resources for students' success during the pandemic. UW-Whitewater plans to achieve that by creating a clean environment, offering multiple course delivery options, requiring masks for everyone in public places on campus, and monitoring faculty and students' health. We are excited and ready to welcome you back! For more information visit [Warhawks Return](#)



gradschl@uww.edu | (262) 472-1006 | www.edu/gradstudies

19 Masters Programs | 29 Graduate Certificates | 1 Doctoral Degree Program



Photo by Craig Schreiner | Written by Kristine Zaballos

UW-Whitewater to offer an online Master of Science in Business Analytics

Beginning fall 2020, the University of Wisconsin-Whitewater will offer the first online **Master of Science in Business Analytics** in the University of Wisconsin System.

“We are pleased to offer this new program,” said Paul Ambrose, graduate program coordinator and associate dean of the College of Business and Economics. “The **data analytics emphasis** in our MBA program and the **graduate certificate in business data analytics** have both grown significantly in the last three years. The Master of Science in Business Analytics offers a degree option for recent graduates and professionals who want to specialize in business analytics.”

Business analytics approaches data from a business perspective.

Integrating data science, managerial acumen, and effective communication, business analytics can inform decision-making across all areas of the business – including operations, marketing, and finance.

The 30-credit master of science program can be completed 100 percent online in about 24 months on a part-time basis. The curriculum layers foundational theories, advanced tools and techniques, and practical applications of analytics in business. In addition, the program is aligned with the **Certified Analytics Professional** (CAP®) Handbook. CAP is the premier global professional certification for analytics professionals.

It is now easier and faster for organizations to acquire data, and software advances have made data analysis more affordable and accessible. As a result, qualified business analysts are in high demand. According to the latest Occupational Outlook Handbook from the Bureau of Labor Statistics, careers related to analytics – including operations research analysts, market research analysts, and management analysts – are expected to grow faster than average, and opportunities are best for professionals with at least a master's degree.

“UW-Whitewater is recognized for the excellence and affordability of its graduate business programs,” said John Chenoweth, dean of the College of Business and Economics. “ Accreditation by **AACSB** International is part of our DNA, and it ensures the degrees we confer will be respected by employers and other institutions. Both online and traditional on-campus students can be confident they’ll receive a world-class business education.”

For more information on the M.S. in Business Analytics, contact Andrew Ciganek, department chairperson of Information Technology and Supply Chain Management,
at ciganeka@uww.edu or 262-472-6946.



University of Wisconsin

Whitewater

Online

MS in Instructional Design & Learning Technology

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Faculty Spotlight:

Written by Mohammed Al Khathlan



Dr. Jennifer Betters-Bubon Counselor Education

Dr. Jennifer Betters-Bubon has been at UW-Whitewater since 2012, holding the position of Associate Professor and a program coordinator in the Counselor Education Department. In this position, Dr. Betters-Bubon is a teacher, a supervisor, and an advisor to help and support UW-Whitewater students and programs.

Dr. Betters-Bubon has earned a Master of Education (M.Ed.) in School Counseling from Boston University. Then she earned her master's degree in educational psychology and Ph.D. in Educational Psychology from UW-Madison. After receiving her Ph.D., Dr. Betters-Bubon came to UW-Whitewater to practice her academic specialty in School Counseling.

One of Dr. Betters-Bubon's recent work is her book "**The School Counselor's Guide to Multi-Tiered Systems of Support**," where she wrote about the resources, research, and case studies that would help practitioners to build equitable school counseling system within K-12 school systems. You can purchase the book through [Routledge](#).



As an educator for about 22 years, Dr. Betters-Bubon has cultivated her personal philosophy of education, “My philosophy of teaching is grounded in the facilitation of student engagement in all learning environments. As such, I strive to create open and inviting classroom settings where all students feel they have a voice. Much of my philosophy is grounded in the theory of self-system processes (Connell & Wellborn, 1991), which focuses on the importance of autonomy, involvement, and structure on individual connection engagement in different contexts. In essence, engagement results from an individual feeling a sense of autonomy, feeling connected to the environment, and feeling a sense of competence in a given environment. I strongly believe in helping students develop self-awareness to assist students in moving along their developmental trajectory as counselors.”

Even though Dr. Betters-Bubon is busy with all of these great projects, she finds time to enjoy life. Dr. Betters-Bubon's interests and hobbies are yoga, reading, and spending time with family.

Student Spotlight:

Written by Mohammed Al Khathlan



Matt Denney Higher Education Leadership Program

Mr. Matt Denney is an inspiring student with vast experiences in the workplace. Before pursuing a Master of Science in Education in Professional Studies with an Emphasis in Higher Education Leadership here at UW-Whitewater, Mr. Denney earned his bachelor's degree in Theatre, English, and English as a Second Language from the University of Nevada, Reno.

While Mr. Denney was getting his bachelor's, he worked in different fields, such as sales, event planning, customer service training, research, management, education, and writing. With all of the experiences, Mr. Denney has earned the position of Residential Learning Advisor in University Housing to help better the students' learning experience on campus at UW-Whitewater.

Furthermore, Mr. Denney was invited to present in the Wisconsin College Personnel Association Conference in 2019, where he earned the top Presentation Award. While Mr. Denney was getting his bachelor's, he worked in different fields, such as sales, event planning, customer service training, research, management, education, and writing.

With all of the experiences, Mr. Denney has earned the position of Residential Learning Advisor in University Housing to help better the students' learning experience on campus at UW-Whitewater. Furthermore, Mr. Denney was invited to present in the Wisconsin College Personnel Association Conference in 2019, where he earned the top Presentation Award.



For research, Mr. Denney is interested in the experiences of undocumented Latino/Latina students in the Midwest, where he uses the skills, he learned from the graduate program to understand and help undocumented students in an educational atmosphere. “Graduate studies allow me to dive deep into the many theories, research methods, and organizational models that inform current higher education practices. We learn collaboratively with each other every class, and then utilize those skills in real-life experiences that are related to a career in higher education. It feels amazing to study all facets of a career you already love in order to give you a more holistic perspective of where we are currently, where we’ve been, and where we would like to go in higher education.”

With all of this success at college and work, in Mr. Denney’s personal life, he is an artist. He has published a poetry book called "Coffee, Cheesecake, and Ice Cream: Poetry for the soul & stomach" 2017. He has performed over 35 professional and causal plays and musicals. Mr. Denney continues to express his artistic creativity by teaching theatre and performing arts workshops in the Whitewater community.

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- Increase your earning potential and career trajectory
- Prepare to change careers
- Prepare for a career in higher education or research

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a graduate degree.**

YOU BELONG IN THE WARHAWK FAMILY

Future Warhawks, we've reduced our application fee to \$25 and are still accepting applications for fall 2020. Apply today!



University of Wisconsin
Whitewater

Online

Stand Out. MS in Communication **APPLY NOW**

Upcoming Events & Important Dates

Friday, August 28 Counselor Education [info session](#)

Wednesday, September 2 Fall 2020 Classes Begin

MASTER OF SCIENCE IN COMPUTER SCIENCE

“The best part about computer science at UW-W is the faculty. The professors are with you every step of the way. From advising, through classes and personal development, they are engaged and genuinely care about our success.”

Current Computer Science Graduate Student



University of Wisconsin
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