



Decision Analytics Weekend Program

Program Overview

The VCU Master of Decision Analytics (MDA) Weekend Program equips working professionals to thrive in today's data- and AI-powered world. Our curriculum blends advanced analytics, applied business strategy and real-world applications, providing the technical expertise and leadership skills to solve complex problems and drive innovation.

With an emphasis on AI integration, you will learn and apply cutting-edge tools and methods while developing the ability to manage projects across the full lifecycle—from planning and execution to delivering actionable insights. The program prepares you to lead teams, communicate results effectively, and create measurable impact for organizations.

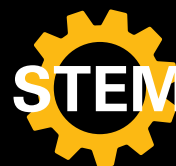
Weekend Schedule

Classes meet on alternating Fridays and Saturdays, two weekends per month. One weekend is in person, and the next can be attended in person or online — giving you the flexibility to pursue graduate study without pausing your career.

-  **20-month weekend format**
balance in-person connection with online flexibility
-  **Accessible admissions**
no analytics or GRE/GMAT required
-  **Professional peer group**
average of 10 years professional work experience (2 years minimum)
-  **Cohort learning community**
25-30 students supporting and learning together
-  **Real-World Project Consulting**
apply new skills to business challenges for local companies
-  **Immediate impact**
apply new data and analytics skills at work on Monday morning

Application Deadlines

- | | |
|----------------------|------------------|
| Round 1: November 1 | *after July 1, |
| Round 2: March 1 | applications are |
| Round 3: May 1 | considered based |
| Final Round: July 1* | on availability |



Career Outcomes

Our graduates advance into senior roles across industries, shaping the future of data, analytics, and AI-driven decision making for their organizations.

Sample Career Paths

- Data Analyst
- Data Scientist
- Project Manager
- Analytics Consultant
- Data Strategy Manager
- Product Owner
- Business Intelligence Analyst

Where Our Graduates Work

- Amazon Web Services (AWS)
- Capital One
- CarMax
- Dominion Energy
- Federal Reserve
- Virginia State Agencies
- VCU Health

Career Services

tailored career management expertise and resources to support your professional growth

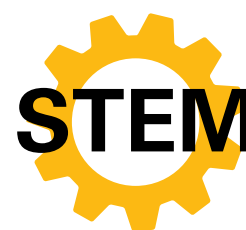
Executive Leadership Coaching

one-on-one access to an experienced coach to strengthen leadership skills



FACULTY ADVISOR: Mark Wensell, Ph.D

Mark Wensell, is the Director of the Decision Analytics Weekend Master's Program and an Instructor in the Information Systems Department within the School of Business. He previously co-founded and led Terazo, an API- and data-focused technology company. Following its acquisition by Zennify, he helped integrate and scale the combined firm's data, integration, and delivery practices. Earlier, he founded bayMountain (acquired by Peak 10), where he later served as Richmond VP/GM and then VP of Systems & Process Improvement, leading modernization and process-improvement initiatives. His work spans digital transformation, cloud/DevOps, and data-platform engineering, and he has been active in the Richmond technology community, including service as Chair of the Richmond Technology Council. Dr. Wensell holds a B.A. in Mathematics from St. Mary's College of Maryland and a Ph.D. in Physics from North Carolina State University.



Tuition and Fees

Program cost: \$45,000

Billed across four semesters, spanning three calendar years (for employer reimbursement purposes).

This investment covers:

- tuition and fees
- course materials and software
- parking
- meals during class weekends
- socials and networking events
- National Analytics Conference (flight and some meals not included)
- full-service program support (all logistics are managed for you, from registration to coursework essentials)