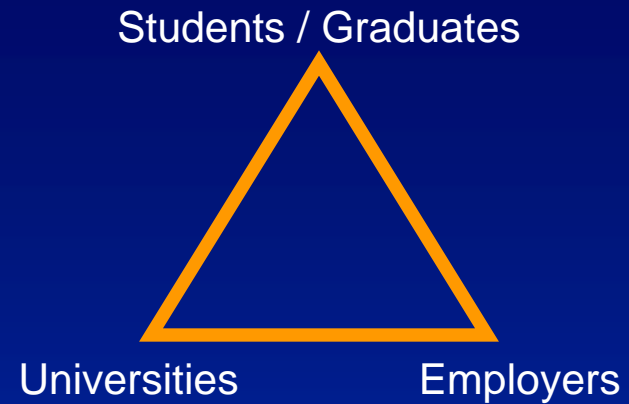


# Employers' Many Ongoing PSM Roles



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**Plenary 1: *Enhancing the Master's Degree in the Natural Sciences***

**Council of Graduate Schools Summer Workshop for Graduate Deans**

**Vail, CO July 13, 2008**

# Employers' Many Ongoing PSM Roles

## Employers' contributions

(university and student needs):

- **Employment** for PSM graduates
- **Guidance and advice** during program development, to help align educational and workplace goals
- **Guidance and advice** to help keep programs up to date
- **Projects** for students or student teams to work on – with employer participation and some funding
- **Internships**, usually paid
- **Financial support**
- **Mentoring** for students
- **Adjunct faculty**
- **Access** to advanced and specialized workplace facilities

## Employer needs

(univ. and grads' contributions):

- **Awareness** of your PSM
- **Confidence** in the PSM program and its relevance, best created through participation
- **The competitive edge** of PSM graduates as knowledge workers and future leaders
- **Proven skills** in communication and teamwork
- **Opportunities to learn** from academic experts

## Employers include

- Business and industrial firms
- Non-profit sector
- Government at all levels incl. security agencies and military

## Example: Business Intelligence

- **Business Intelligence (BI)** is the application of statistics, data mining, pattern recognition, mathematics, computing and simulation to solve business problems.
  - ❖ Also called “**business analytics**”, “**systems analytics**”...
  - ❖ Began in mid-1990’s... adolescent today.
  - ❖ Improves decision making, modernizes management, adds value.
  - ❖ More companies create BI workgroups every year.
- **BI staffs are growing.** Capable people are needed.
- **PSM Graduates** from math / statistics / computing-based programs make excellent BI modelers and analysts.
- **Future leaders:** These positions provide visibility, can provide leadership and management opportunities.