#  Transcript: it podcast – ep 59 – MSITM Differentitation

*The following transcript is a verbatim account of the video or audio file accompanying this transcript.*

Speaker #1 (Narrator):

WGU's IT Audio Series, flexible, portable, profound.

Speaker #2 (Ryan Whisler):

Hello, my name is Ryan Whisler and I serve as the Program Chair for the Master's in IT Management degree at WGU. I'm here with Scott Allen. Today, we're going to talk about what makes the MSITM, master's in IT management degree unique at WGU. Hi, I'm Scott Allen and I'm the Director of Marketing for the College of IT at Western Governors University. I have a long history of IT management and technology leadership in many different companies across the sector. A key question is asking, what types of roles does the MSITM program prepare me for? The MS in IT management can prepare you for all sorts of roles within IT, whether it be a manager level, a director level, or in the C-suite; CTO, CIO. Basically, it helps position you to be ready to lead an IT organization. It does this by providing three areas of focus. I like to refer to this as a three-legged stool. There's certainly a technology focus. There's also a focus on strategy formulation and creation, as well as strategy execution. I find it's really valuable to bring all three of these areas together so that you can understand the technology, you can formulate the strategy and you can talk about how you're going to implement it and make it a reality. Scott, what do you think really stands out about the master's in IT management? I agree with everything you just said, Ryan. I think that if you're looking for a way to accelerate your career as an IT executive, to understand the financials of IT, the different components like fault isolation and management, program management, configuration management, security, etc. and be a leader in that discipline, I think that this degree is a great degree for you. We also have another degree that is the MBA in IT that is run by the business school at WGU. That's also a great degree to have in your toolkit as well. One of the core differences is in the MBA program, you're going to learn a lot about financials and a lot about business, and a lot about how to run a business or be a chief financial officer and have a good experience with IT. That's the thrust of that degree. That's a wonderful degree and you can certainly accelerate your career in those areas with that degree. The IT degree is really focused on being an excellent IT group leader, being a CIO or a VP of that infrastructure or security or networking operations. They really will accelerate your career in that way. Another focus of the MSITM program is on project management. Our coursework actually prepares you to sit for the CAPM certification through PMI, which is Project Management Institute. This is an industry recognized project management certification and it's opened the doors to many students who wanted to pursue a career in project management. These are both skills that I found valuable in my time as a CIO, because it's one thing to come up with an innovative idea and it's another to be able to sell that idea to others and to execute well so that you experience the benefits that were intended from that project. This is really the true source of innovation. I think that's exactly right, Ryan. Another thing to think about here is that if you've had a lot of experience in IT management or an IT discipline, and you feel like you've got a lot of education and training under your belt, you are working in the real world. One of the things that this degree brings to it is comprehension based learning so that you can go at your own pace. If you already know the technology and you know your material, you can move through courses at your own pace and with your set of knowledge you bring to the table. That's another really key thing here. In addition to that, you can do this all online. You don't need to go to a university or brick-and-mortar place to do this. Combining your previous experience and all the things that you know and what you want to do to accelerate your career in IT management, this could be a great option for you to really move forward and to move your career to the next phase without interrupting your work schedule or your family life too much. This is really the true source of innovation. The other thing that stands out to me, Scott, is the low cost of a WGU education. That's a great call out. In fact, I was just talking to a friend last weekend about my position here at WGU and he's been in IT technology for awhile and he got his master's degree from a different school. The first thing he asked me is well, what's your tuition? When I explained what we do and how it works and what the tuition was, he basically said that's incredible. That you can deliver that kind of education, those kinds of certifications at that price. It's a great price and it's a well-rounded, well-respected degree that you can use for the rest of your career. Thank you so much, Scott. Thanks, Ryan. Appreciate it. Take care. If you'd like to learn more about how to accelerate your career through pursuing the MS in IT management, visit our website at wgu.edu and click on the IT section. You'll see there the MS and IT management,or give us a call at 866-903-0108. That's 866-903-0108.

Speaker #1 (Narrator):

Looking forward to hearing from you. Thank you. WGU, a new kind of you.