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## **Harvard Business School, the Harvard John A. Paulson School of Engineering and Applied Sciences and the Faculty of Arts and Sciences at Harvard University Partner with 2U, Inc., to Offer the Harvard Business Analytics Program**

BOSTON and LANHAM, Md., Aug. 7, 2017 /PRNewswire/ -- 2U, Inc. (NASDAQ: TWOU) today announced a new partnership with Harvard Business School (HBS), the Harvard John A. Paulson School of Engineering and Applied Sciences (SEAS) and the Department of Statistics in the Faculty of Arts and Sciences, to deliver the Harvard Business Analytics Program.

The new executive certificate program is designed for business leaders, including MBA graduates, seeking to modernize their analytics skills and learn new ways to analyze, interpret and take advantage of increasingly complex data across all industries. Digital technologies are becoming pervasive in all types of organizations, leading to an explosion in the velocity, variety, and volume of data being generated and consumed by the enterprise and its stakeholders. Executives need to be fluent in how to effectively leverage data and analytics to drive business impact in both the organization's business and operating model.

Program participants get exposed to cutting edge research on how data-driven business analytics impacts strategy, operations, marketing, people management and leadership. At the same time they develop core skills in the fundamentals of analytics, software design and architecture, and data science to be able to take advantage of the opportunities that exist in a data-centric business environment.

"By bringing together world-class faculty from Harvard Business School, the Harvard John A. Paulson School of Engineering and Applied Sciences and the Faculty of Arts and Sciences, the Harvard Business Analytics Certificate Program will push the boundaries of innovation in terms of both scholarship and program delivery," said Srikant Datar, Senior Associate Dean for University Affairs at HBS. "Business analytics is an exciting emerging field and Harvard is uniquely positioned to collaborate across disciplines and geographies in pursuit of new ideas in this space."

"Our partnership with Harvard, one of the world's most revered educational institutions, to jointly deliver a truly innovative business certificate is a powerful example of 2U's leadership in working with universities to deliver programs that provide working professionals the skills they need to succeed in today's technology and data driven economy," said Christopher "Chip" Paucek, 2U CEO and co-founder.

The program will provide a flexible, top-flight online learning experience, eliminating the need for students to relocate in order to pursue business studies. The first cohort of students is expected start classes in March 2018.

The Harvard Business Analytics Certificate Program will match the high quality and rigorous standards of other Harvard Business School programs. It will feature live, face-to-face online classes in an intimate seminar-style setting as well as engaging, interactive course content created by HBS, SEAS and Statistics faculty and delivered through the 2U platform. Students will participate in two on-campus learning experiences at the Harvard Business School campus in Boston.

For more information, visit [analytics.hbs.edu](http://analytics.hbs.edu).

### **About Harvard Business School**

Founded in 1908 as part of Harvard University, [Harvard Business School](http://www.hbs.edu) is located on a 40-acre campus in Boston. Its faculty of more than 200 offers full-time programs leading to the MBA and doctoral degrees, as well as more than 70 open enrollment Executive Education programs and 55 custom programs, and HBX, the School's digital learning platform. For more than a century, HBS faculty have drawn on their research, their experience in working with organizations worldwide, and their passion for teaching to educate leaders who make a difference in the world, shaping the practice of business and entrepreneurship around the globe.

### **About 2U, Inc. (NASDAQ: TWOU)**

2U partners with great colleges and universities to build what we believe is the world's best digital education. Our platform provides a comprehensive fusion of technology, services and data architecture to transform high-quality and rigorous campus-based universities into the best digital versions of themselves. 2U's No Back Row® approach allows qualified

students and working professionals around the world to experience a first-rate university education and successful outcomes. To learn more, visit [2U.com](http://2U.com).

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