BUSINESS ANALYTICS, GRADUATE/ PROFESSIONAL CERTIFICATE

The Graduate Business Analytics Certificate program prepares students to use analytics for making decisions with a business mindset—seeking answers to questions in order to define the problem, gather necessary data, convert those data to decisions, arrive at and support a business# appropriate answer, and successfully communicate that answer in a form appropriate to the audience. By combining analytics with business knowledge, we prepare our students to function successfully in the data# rich business environment. Business students understand how business operates, how to communicate successfully with others in business, and are familiar with the concept of business goals and objectives. This business perspective is central to the design and differentiation of our certificate.

ADMISSIONS

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Graduate students in the School of Business, except those declared in the Master of Science in Business: Analytics, are eligible for this certificate. A student must discuss the certificate requirements with program directors and/or the certificate directors before declaring with the form at the certificate website. Applying earlier is better, but you must apply at least one semester (two if you graduate during the summer) prior to your graduation semester. If you graduate in the spring or summer semester, you must apply by December 15 of the previous year. If you graduate in the fall semester, you must apply by April 15 of your graduating year.

All Graduate School students must utilize the Graduate Student Portal in MyUW to add, change, or discontinue any graduate/professional certificate. To apply to this certificate, log in to MyUW, click on Graduate Student Portal, and then click on Add/Change Programs. Select the information for the certificate for which you are applying. Professional students in the careers of Law, Medicine, Pharmacy, and Veterinary cannot add the certificate in the Graduate Student Portal, and should contact the program for more information.

REQUIREMENTS

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Code	Title	Credits
Foundation Course		**2**
Students must complete at least 2 credits from the following courses.		
GEN BUS 704	Data to Decisions	
or GEN BUS 307	Business Analytics II	
Specified Areas of Study [1]		**9**
One course in the area of "Analytic Tools Methods"		
One course in the area of "Analytic Steps"		

One additional course from "Analytic Tools Methods" or "Analytic Steps" that is outside the School of Business department housing the student's major program.

Total Credits	**11**

[1] Depending on course selection, student may need more than 3 courses to reach the 9 credit minimum.

ANALYTIC TOOLS & METHODS

Code	Title	Credits
ACT SCI 654	Regression and Time Series for Actuaries	2–3
ACT SCI 655	Health Analytics	3
GEN BUS 656	Machine Learning for Business Analytics	3
GEN BUS 720	Data Visualization for Business Analytics	1–2
GEN BUS 730	Prescriptive Modeling and Optimization for Business Analytics	2–3
GEN BUS 740	Experiments and Causal Methods for Business Insights	2–3
GEN BUS 760	Data Technology for Business Analytics	2–3
GEN BUS 780	Cloud Technology for Business Analytics	1
INFO SYS 322	Introduction to Databases	3
MARKETNG 775	Social Media Marketing	2–3
MARKETNG 815	Marketing Analytics	2–3
OTM 714	Supply Chain Analytics	2–3
R M I 660	Risk Analytics and Behavioral Science	3

ANALYTIC STEPS

Code	Title	Credits
ACCT I S 640	Foundation in Accounting Analytics	3
FINANCE 635	Business Valuation	3
M H R 614	People Analytics	2–3
MARKETNG 710	Marketing Research	2–3
MARKETNG/ OTM 727	Information Technology in Supply Chains	3
MARKETNG 745	Digital Marketing Analytics	2–3
OTM 752	Project Management	1–3
R M I 655	Risk Financing Techniques	3

LEARNING OUTCOMES

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1. Apply analytic tools to prepare, manage, and analyze data for projects (DESCRIPTIVE)
2. Apply analytical tools and methods to both model business issues and appropriately assess and analyze model output (PREDICTIVE)
3. Design and manage data analysis, interpret results, and communicate answers and/or recommendations to support decision making (PRESCRIPTIVE)

PEOPLE

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For more information about the faculty and their research interests, please visit the directory (https://business.wisc.edu/directory/).