

# 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.