

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

Only MBA, M.S. and M.Acc. students in the School of Business 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 1 semester (2 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.

REQUIREMENTS

Code	Title	Credits
GEN BUS 704	Data to Decisions	2-3
or GEN BUS 307	Business Analytics II	

One course in the area of “Analytics 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 program.

Analytics Tools & Methods

Code	Title	Credits
ACT SCI 654	Regression and Time Series for Actuaries	3
ACT SCI 655	Health Analytics	3
GEN BUS 656	Machine Learning for Business Analytics	2-3
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
INFO SYS 422	Computer-Based Data Management	3
MARKETNG 445	Digital Marketing Analytics	3
MARKETNG 450	Marketing Analytics	3
MARKETNG 745	Digital Marketing Analytics	3
MARKETNG 815	Marketing Analytics	3
OTM 442		3
OTM 714	Supply Chain Analytics	2-3
OTM 765	Contemporary Topics (Database Management and Applications)	1-4
R M I 660	Risk Analytics and Behavioral Science	3

Analytic Steps

Code	Title	Credits
FINANCE 635	Business Valuation	3
M H R 765	Contemporary Topics (People Analytics)	1-4
MARKETNG 310	Marketing Research	3
MARKETNG/ OTM 427	Information Technology in Supply Chains	3
MARKETNG 710	Marketing Research	3
MARKETNG/ OTM 727	Information Technology in Supply Chains	3
OTM 752	Project Management	3
R M I 655	Risk Financing Techniques	3

LEARNING OUTCOMES

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

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

Don Hausch, Faculty Director
James Morris
Erwan Quintin
Joan Schmit
Enno Siemsen