BUSINESS ANALYTICS, GRADUATE/PROFESSIONAL CERTIFICATE

The purpose of the Graduate Business Analytics Certificate program is to achieve three objectives: Prepare students to (1) participate in and promote the progression from data and assumptions to information (descriptive methods), (2) to apply knowledge and understanding of how tools and methods can be used to support decision making (predictive methods), and (3) ultimately to document and communicate findings that lead to decisions and plans for implementation (prescriptive methods). Basic elements of the journey have long existed, but it is the integration of these objectives that defines business analytics here in the School of Business.

The certificate 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

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>GEN BUS 704</td>
<td>Data to Decisions</td>
<td>2-3</td>
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<tr>
<td>or GEN BUS 307</td>
<td>Business Analytics II</td>
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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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACT SCI 654</td>
<td>Regression and Time Series for Actuaries</td>
<td>3</td>
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<tr>
<td>ACT SCI 655</td>
<td>Health Analytics</td>
<td>3</td>
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Analytic Steps

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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>FINANCE 635</td>
<td>Business Valuation</td>
<td>3</td>
</tr>
<tr>
<td>M H R 765</td>
<td>Contemporary Topics (People Analytics)</td>
<td>1-4</td>
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<tr>
<td>MARKETNG 310</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/OTM 427</td>
<td>Information Technology in Supply Chains</td>
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<tr>
<td>MARKETNG 710</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETNG/OTM 727</td>
<td>Information Technology in Supply Chains</td>
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<tr>
<td>OTM 752</td>
<td>Project Management</td>
<td>3</td>
</tr>
<tr>
<td>R M I 660</td>
<td>Risk Analytics and Behavioral Science</td>
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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

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