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.

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.

**REQUIREMENTS**

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>GEN BUS 704</td>
<td>Data Visualization for Business Analytics</td>
<td>1-2</td>
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<tr>
<td>GEN BUS 730</td>
<td>Prescriptive Modeling and Optimization for Business Analytics</td>
<td>2-3</td>
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<tr>
<td>GEN BUS 740</td>
<td>Experiments and Causal Methods for Business Insights</td>
<td>2-3</td>
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<td>GEN BUS 760</td>
<td>Data Technology for Business Analytics</td>
<td>2-3</td>
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<tr>
<td>INFO SYS 322</td>
<td>Introduction to Databases</td>
<td>3</td>
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<tr>
<td>MARKETING 445</td>
<td>Digital Marketing Analytics</td>
<td>3</td>
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<tr>
<td>MARKETING 450</td>
<td>Marketing Analytics</td>
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<td>MARKETING 745</td>
<td>Digital Marketing Analytics</td>
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<td>MARKETING 815</td>
<td>Marketing Analytics</td>
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<tr>
<td>OTM 714</td>
<td>Supply Chain Analytics</td>
<td>2-3</td>
</tr>
<tr>
<td>OTM 765</td>
<td>Contemporary Topics (Database Management and Applications)</td>
<td>1-4</td>
</tr>
<tr>
<td>R M I 660</td>
<td>Risk Analytics and Behavioral Science</td>
<td>3</td>
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**Analytic Steps**

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<tr>
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<tr>
<td>FINANCE 635</td>
<td>Business Valuation</td>
<td>3</td>
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<tr>
<td>M H R 765</td>
<td>Contemporary Topics (People Analytics)</td>
<td>1-4</td>
</tr>
<tr>
<td>MARKETING 310</td>
<td>Marketing Research</td>
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<tr>
<td>MARKETING/ OTM 427</td>
<td>Information Technology in Supply Chains</td>
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<tr>
<td>MARKETING 710</td>
<td>Marketing Research</td>
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<td>MARKETING/ OTM 727</td>
<td>Information Technology in Supply Chains</td>
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<td>OTM 752</td>
<td>Project Management</td>
<td>3</td>
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<tr>
<td>R M I 655</td>
<td>Risk Financing Techniques</td>
<td>3</td>
</tr>
</tbody>
</table>

**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).