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.