

Business Analytics, Graduate Certificate

Analytics—broadly defined as the scientific process of transforming data into insight for making better decisions—plays an increasingly critical role in business. Companies must be able to access and analyze this data intelligently. As the recognition of analytics has grown, so has the demand for analytics education.

The focus on business analytics entails a specific approach targeting the core business disciplines of business, including operations, information technology, finance, marketing, accounting, and human resources, among others.

Learning Outcomes

Graduates will exhibit knowledge and skills relevant to data and its applications in business. They will demonstrate competence in the sub-areas of:

- descriptive analytics;
- predictive analytics; and
- prescriptive analytics.

Graduates will understand and explore ethical and privacy issues related to the use of data in the modern world. They will:

- contemplate ethical and privacy issues arising in their own work; and
- express a working knowledge of the major ethical and privacy issues facing the business-analytics profession, supported with examples from current events.

Graduates will demonstrate the ability to be effective team members in a diverse and complex world. They will:

- engage in effective team processes; and
- lead and support others to achieve collective goals.