

BUSINESS ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

Graduate Program Head	Chris Solo
Program Code	BAN
Campus(es)	World Campus

The 9 credit graduate certificate program in Business Analytics (BAN) prepares business professionals to explore and analyze large data sets to support data-driven business decisions. The program covers the entire life cycle of a data analytics project using the descriptive/prescriptive/predictive framework for business analytics:

- descriptive (What happened?),
- predictive (What will happen?) and
- prescriptive (What should happen?)

Target audiences include business analysts, analytic systems designers and the data scientists who have a focus on problems arising in the contexts of business decision-making. The certificate program builds on basic analytic concepts that professionals are expected to have and provides a practical approach to expanding these analytic skills to perform tasks in various areas of business such as marketing, supply chains, operations, forensics, and risk.

Effective Semester: Spring 2024

Expiration Semester: Spring 2029