BUSINESS ARCHITECTURE GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Brian Cameron
Program Code	BUSARC
Campus(es)	World Campus

The Graduate Certificate in Business Architecture is offered by the Smeal College of Business. Business Architecture (BA) is a rapidly growing field within Enterprise Architecture and IT Strategic Planning. Business architecture aligns strategic objectives and tactical initiatives that often involve the use of enterprise information technology.

This 9-credit graduate certificate will provide a holistic approach to business architecture that produces a common understanding of the organization, its sources of innovation/distinctiveness, and an approach for effective organizational transformation and strategy execution. Course content focuses on: (1) understanding and applying the concepts of modeling approaches to an enterprise, (2) understanding and fostering sources of organizational innovation, (3) understanding effective enterprise transformation and business strategy execution.

Effective Semester: Spring 2021
Expiration Semester: Spring 2026

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (https://gradschool.psu.edu/graduate-admissions/how-to-apply/). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (https://gradschool.psu.edu/graduate-education-policies/). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/) for more information.

Exceptions to GCAC-305 (https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/) will be considered by the program. Exceptions may or may not be granted by the Graduate School.

Other admissions requirements include:

- Statement of Purpose — Applicants must describe how professional experience and goals align with the Certificate in Business Architecture, not to exceed 500 words.
- Vita or Résumé — Provide a one- to two-page listing of professional experience and education.
- Application —Completion of the Graduate School certificate application (http://gradschool.psu.edu/prospective-students/how-to-apply/).

GRE/GMAT scores are NOT required.

Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/).

Code	Title	Credits
Required Courses		
BA 809	Strategic Business Architecture	3
ENTR 810	Emerging Trends, Technology, and Corporate Innovation	3
EA 873	Enterprise Modeling	3
or MBADM 571	Global Strategic Management	
Total Credits		**9**

Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Learning Outcomes

- Graduates will be able to demonstrate competency in the foundational concepts and practices of effective enterprise modeling.
- Graduates will be able to demonstrate competency in developing and explaining different views of strategy development, strategy alignment, and strategy execution.
- Graduates will learn the major areas of concern that affect disruptive innovation.
- Graduates will be able to demonstrate the emerging trends and disruptors in technology and industry that create new markets and influence decision making, product development, business models, and business practices associated with innovation.
- Graduates will be able to demonstrate competency in the business motivations, business operations and business analysis frameworks and related networks that link these aspects of the enterprise together.
- Graduates will be able to demonstrate competency in developing and explaining different views of an organization that are typically developed in the practice of business architecture.

Contact

Campus	World Campus
Graduate Program Head	Brian Harold Cameron
Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)	Brian Harold Cameron
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Program Website	View (https://www.worldcampus.psu.edu/degrees-and-certificates/business-architecture-certificate/overview/)