

# BUSINESS ANALYTICS GRADUATE CERTIFICATE

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Also available at OSU-Portland and via Ecampus.

Today's organizations—businesses, corporations, nonprofits and others—want to better utilize available information in operational, tactical, and strategic decision making. The information value of both in-house and third party data sets can now be leveraged using powerful emerging technologies. Increasingly organizations leverage advances in software interoperability, data exchange mechanisms and data mining and visualization techniques to better understand their operations, customers, and markets. This trend has become known as 'data mining,' 'business analytics,' 'business intelligence' or, nowadays, 'big data.'

This certificate is targeted at three types of professionals:

- Managers seeking to expand the use of data analytics within their organizations.
- Information systems professionals charged with marshaling available organizational data for analytical processes.
- Business analytics professionals performing data analysis to support decision making, strategy formation, and operational improvement.

## Certificate Code: CG14

Code	Title	Credits
<b>Required Courses</b>		
BA 555	PRACTICAL BUSINESS ANALYSIS	3
BA 572	ADVANCED INFORMATION SYSTEMS	3
BA 573	DATA ANALYTICS FOR COMPETITIVE ADVANTAGE	3
BA 574	DATA MANAGEMENT	3
BA 575	DATA EXPLORATION AND VISUALIZATION	3
BA 576	DATA AND TEXT MINING	3
BA 577	INTEGRATED BUSINESS ANALYTICS PROJECT	3
Total Credits		21

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