

# BUSINESS ANALYTICS GRADUATE CERTIFICATE

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This program is available at the following locations:

- Corvallis
- Ecampus

Business Analytics studies how to help organizations gain a data-driven competitive advantage. In the Graduate Certificate in Business Analytics, students gain technical skills such as data cleaning, data management, data mining/machine learning, text mining/natural language processing, the knowledge of how to link these skills and analytical methods to specific business challenges, and then how to identify, evaluate, and implement data-driven solutions.

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.

Typical careers this certificate may lead to includes business analyst, data analyst, operation analyst, market analyst, data scientist, program and information manager, or a manager in any domain who needs to understand how to take advantage of data.

The Business Analytics program is accredited by AACSB.

**Certificate Code: CG14**

*Upon successful completion of the program, students will meet the following learning outcomes:*

- Integrate information technologies with data science methods to extract value from data sets.
- Think critically about the business implications, meaningfulness, and applicability of observed data patterns and analytics inferences.
- Identify opportunities, needs, and constraints for data analytics within organizational contexts.
- Select appropriate analytic tools for specific managerial issues.
- Compose data-analytic tools and concepts to create innovative data-analytic solutions.
- Demonstrate proficiency with several data analytic tools.

Code	Title	Credits
<b>Required Core</b>		
BA 572	ADVANCED INFORMATION SYSTEMS	3
BANA 560	BUSINESS ANALYTICS AND AI FOR COMPETITIVE ADVANTAGE	3
BANA 570	DATA MANAGEMENT	3
BANA 571	DATA EXPLORATION AND VISUALIZATION	3
BANA 572	MACHINE LEARNING AND TEXT MINING FOR BUSINESS	3
<b>Electives</b>		
Select a minimum of 3 credits with advisor approval		3
<b>Total Credits</b>		<b>18</b>

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