Which analytics graduate certificate is right for you?

GRADUATE CERTIFICATE	BUSINESS INTELLIGENCE AND DATA ANALYTICS	MANAGEMENT ANALYTICS
PURPOSE	Information and Data Analytic Technologies	Decision-making and communication
EDUCATION PRE-REQUISITES	MBA from an accredited institution	MBA from an accredited institution
CAREER OPTIONS	Business information systems roles progressing towards Chief Technology Officer	Improve managerial decision making across a broad level, across disciplines
CORE KNOWLEDGE	1. Data management skills • SQL – query language for data management • Data privacy, security, ethics • Data processing and analytics 2. Business Intelligence • Identify business problems and develop system-level solutions • Model enterprise architecture 3. Analytic technologies 4. Communication skills • Communicate to non-technical professionals • Build an IT business case	1. Quantitative & statistical skills • General statistical analysis – up to logistic regression analysis • Categorical data • Probability and statistical inference • Optimization 2. Decisions based on analytics • Define decision-making rules • Conduct what-if analysis • Present business dashboards 3. Communication skills • Generate visual analytics • Tell a story with data • Explain basis of decisions
CORE COURSES	• BTMA 635: Enterprise Analysis • BTMA 631: Data Management and Business Analytics • BTMA 636: Data Analytics I • BTMA 637: Data Analytics II	• OPMA 621: Predictive Analytics in Business • BTMA 636: Data Analytics I
ELECTIVE COURSES		• MKTG 631: Marketing Analytics • MGST 631: Prescriptive Analytics in Business • SCMA 631: Advanced Supply Chain Analytics • SGMA 631: Analytics of International Business Environment • FNCE 631: Fintech
PASSING GRADE	Minimum of B- or higher in each course, with cumulative GPA of 3.0 on a four-point scale	
TIME TO COMPLETION	One to three years maximum	

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