## Which analytics graduate certificate is right for you?

<table>
<thead>
<tr>
<th>GRADUATE CERTIFICATE</th>
<th>BUSINESS INTELLIGENCE AND DATA ANALYTICS</th>
<th>MANAGEMENT ANALYTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PURPOSE</strong></td>
<td>Information and Data Analytic Technologies</td>
<td>Decision-making and communication</td>
</tr>
<tr>
<td><strong>EDUCATION PRE-REQUISITES</strong></td>
<td>MBA from a registered institution</td>
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</tbody>
</table>
| **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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