

# WHICH ANALYTICS GRADUATE CERTIFICATE IS RIGHT FOR YOU?

Program	Management Analytics	Business Intelligence and Data Analytics
Purpose	Decision-making and communication.	Information and Data Analytic Technologies.
Education Pre-Requisites	To be admitted into this graduate certificate program, applicants must have completed either (a) an undergraduate degree with a GPA of 3.0 (out of 4.0) in a quantitative-focused area such as Business/Commerce, Engineering, Mathematics, Computer Science or Technology, or (b) Master of Business Administration, Master of Management, or (c) an equivalent degree with a GPA of 3.0 (out of 4.0) from a recognized/accredited post-secondary institution. Prior work experience is not a requirement for admission.	
Core Knowledge	<ol style="list-style-type: none"> <li>Quantitative &amp; Statistical Skills <ul style="list-style-type: none"> <li>General Statistical analysis - up to logistic regression analysis</li> <li>Categorical data</li> <li>Probability and statistical inference</li> <li>Optimization</li> </ul> </li> <li>Decisions based on analytics <ul style="list-style-type: none"> <li>Define decision making rules</li> <li>Conduct what-if analysis</li> <li>Present business dashboards</li> </ul> </li> <li>Communication Skills <ul style="list-style-type: none"> <li>Generate visual analytics</li> <li>Tell a story with data</li> <li>Explain the basis of decisions</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>Data Management Skills <ul style="list-style-type: none"> <li>SQL - Query language of date management</li> <li>Data privacy, security, ethics</li> <li>Data processing and analytics</li> </ul> </li> <li>Business Intelligence <ul style="list-style-type: none"> <li>Identify business problems and develop system-level solutions</li> <li>Model enterprise architecture</li> </ul> </li> <li>Analytic technologies</li> <li>Communications Skills <ul style="list-style-type: none"> <li>Communicate to non-technical professionals</li> <li>Build an IT business case</li> </ul> </li> </ol>
Core Courses	<ul style="list-style-type: none"> <li>OPMA 621: Predictive Analytics in Business</li> <li>BTMA 636: Data Analytics 1</li> </ul>	<ul style="list-style-type: none"> <li>BTMA 635: Enterprise Analysis</li> <li>BTMA 631: Data Management and Business Analytics</li> <li>BTMA 636: Data Analytics 1</li> <li>BTMA 637: Data analytics 2</li> </ul>
Elective Courses	<ul style="list-style-type: none"> <li>MKTG 631: Marketing Analytics</li> <li>MGST 631: Prescriptive Analytics in Business</li> <li>Advanced Supply Chain Analytics</li> <li>SGMA 631: Advanced Supply Chain Analytics</li> <li>SGMA 631: Analytics for International Business Environment</li> <li>FNCE 631: Fintech</li> </ul>	N/A
Passing Grade	Minimum of B- or higher in each course, with cumulative GPA of 3.0 on a four-point scale	
Time to Completion	Eight months to three years maximum	