

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 prerequisites	To be admitted into this graduate certificate program, applicants must have completed (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	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 the basis of decisions	1. Data management skills • SQL - Query language of 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. Analytics technologies 4. Communication skills • Communicate to non-technical professionals • Build an IT business case
Core courses	• BIMA612 — Data Analytics I • BIMA620 — Predictive Analytics in Business	• BIMA610 — Data Management and Business Analytics • BIMA611 — Enterprise Analysis • BIMA612 — Data Analytics I • BIMA613 — Data Analytics II
Elective courses	Complete at least two of the following courses: • BIMA621 — Marketing Analytics • BIMA622 — Prescriptive Analytics in Business • BIMA623 — Supply Chain Analytics • BIMA624 — Analytics of International Business Environment • BIMA625 — FinTech	N/A
Passing grade	A minimum grade of B- in each course and a cumulative GPA of 3.0 on a four-point scale	
Time to completion	Eight months to a maximum of three years	