

ANALYTICS FOR MANAGERS GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Zugang Liu
Program Code	ANMGR_GCT
Campus(es)	Great Valley

The Analytics for Managers Graduate Certificate provides students with the knowledge and expertise to become data-savvy managers who can effectively communicate complex business problems and data-driven decisions to the management and general business audiences. Companies are producing enormous amounts of “big data” from their everyday operations. However, there is still a lack of leaders with the proper mix of empirical and managerial savvy who can provide actionable insights from that data.

The program is designed for business professionals who want to augment their managerial expertise with a quantitative skill sets. Along with fundamental concepts in data-driven decision making, effective communication and visualization of those decisions, the program allows students to choose between general business analytics or specialize in a specific analytics area such as Accounting, Marketing, or Human Resources. Upon completion, students will be conversant in utilizing appropriate tools and techniques for presenting what happened, analyzing how and why it happened, predicting future trends, and prescribing future strategies.

Effective Semester: Fall 2023

Expiration Semester: Fall 2028

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<https://gradschool.psu.edu/graduate-admissions/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<https://gradschool.psu.edu/graduate-education-policies/>). International applicants may be required to satisfy an English proficiency requirement; see GCAC-305 Admission Requirements for International Students (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

1. Applicants must hold either 1) a baccalaureate degree from a regionally accredited U.S. institution or (2) a tertiary (post-secondary) degree that is deemed comparable to a four-year bachelor’s degree from a regionally accredited U.S. institution. This degree must be from an officially recognized degree-granting institution in the country in which it operates. The successful applicant is generally expected to have a minimum combined junior/senior grade-point average of 3.0 (B) on a 4.0 scale.
2. Admission into the master’s program is a separate process and is not guaranteed. Certificate program students who wish to have the certificate courses applied to the master’s degree program must apply and be admitted to the master’s program. Upon admittance to the master’s program, certificate courses completed with a grade of B or better will be applied to the degree.

Certificate Requirements

Requirements listed here are in addition to requirements listed in Graduate Council policy GCAC-212 Postbaccalaureate Credit Certificate Programs (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-200/gcac-212-postbaccalaureate-credit-certificate-programs/>).

To be awarded the graduate certificate, students must successfully complete 9 credits of course work with 6 required credits. All courses must be completed with a minimum grade of C or better and an overall GPA of 3.0.

Code	Title	Credits
Required Courses		
BUS 510	Business Analytics and Decision Modeling	3
DAAN 871	Data Visualization	3
Select one of the following courses:		3
ACCTG 804	Data Analytics in the Accounting Profession	
BAN 840	Predictive Analytics for Business	
BUSAD 843	People Analytics	
MKTG 811	Driving Business Success with Marketing Analytics	
Total Credits		9

Courses

Graduate courses carry numbers from 500 to 699 and 800 to 899. Advanced undergraduate courses numbered between 400 and 499 may be used to meet some graduate degree requirements when taken by graduate students. Courses below the 400 level may not. A graduate student may register for or audit these courses in order to make up deficiencies or to fill in gaps in previous education but not to meet requirements for an advanced degree.

Learning Outcomes

- Effectively communicate technical knowledge, including ideas, data analysis, findings, or decision justification in written formats in a manner appropriate to the audience.
- Identify the appropriate statistical method/tool for a given business problem/scenario and perform the subsequent analysis.
- Identify business situations in which one can apply statistical analysis and prescribe actionable insights based on the analysis.