

BUSINESS ANALYTICS GRADUATE CREDIT CERTIFICATE PROGRAM

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| Graduate Program Head | Chris Solo |
| Program Code | BAN |
| Campus(es) | World Campus |

The 9 credit graduate certificate program in Business Analytics (BAN) prepares business professionals to explore and analyze large data sets to support data-driven business decisions. The program covers the entire life cycle of a data analytics project using the descriptive/prescriptive/predictive framework for business analytics:

- descriptive (What happened?),
- predictive (What will happen?) and
- prescriptive (What should happen?).

Target audiences include business analysts, analytic systems designers and the data scientists who have a focus on problems arising in the contexts of business decision-making. The certificate program builds on basic analytic concepts that professionals are expected to have and provides a practical approach to expanding these analytic skills to perform tasks in various areas of business such as marketing, supply chains, operations, forensics, and risk.

Effective Semester: Spring 2019
Expiration Semester: Spring 2024

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.

Exceptions to GCAC-305 (<https://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) will be considered by the program. Exceptions may or may not be granted by the Graduate School.

Admissions Prerequisite Requirement

Prior knowledge of statistics – Applicants should have knowledge or experience in quantitative work such as science, engineering, or business. The objective is to establish a baseline knowledge and to prepare the student for the advanced coursework in this program. Applicants from other disciplines will be considered based on prior academic and professional experience. Qualified applicants should have successfully completed an undergraduate- or graduate-level course in statistics or be able to show significant experience using statistics in a professional capacity. In lieu of an appropriate statistics course or adequate professional experience, the admissions committee will consider exceptional GMAT/GRE test scores on a case-by-case basis. Students that do not have prior statistics coursework, significant

experience using statistics in a professional capacity, or GRE/GMAT scores deemed sufficient by the admissions committee may complete (with a grade of B+ or better) STAT 500 Applied Statistics online, through Penn State World Campus to satisfy the statistics requirement.

Additional Requirements

Along with the submission of the online application and the nonrefundable application fee, the following is required:

- Transcripts - Submit official transcripts from all post-secondary institutions attended (<http://www.gradschool.psu.edu/prospective-students/how-to-apply/new-applicants/requirements-for-graduate-admission/>).
- Vita or Résumé – Submit a one- to two-page listing of your professional experience.
- Statement of Intent – Describe how your professional experience and goals align with the Certificate in Business Analytics. Do not exceed 500 words.
- GPA and Test Scores – GPA of 3.0 on a 4.0 scale in the final two years of undergraduate studies or in your most recent graduate degree is required.
- GRE or GMAT test scores are NOT required, but are encouraged.

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/>).

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/>).

| Code | Title | Credits |
|-------------------------|-------------------------------------|----------|
| Required Courses | | |
| BAN 830 | Descriptive Analytics for Business | 3 |
| BAN 840 | Predictive Analytics for Business | 3 |
| BAN 550 | Prescriptive Analytics for Business | 3 |
| 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

1. **Communication Skills:** Students will know how to formulate and articulate results, analysis, and strategic action plans individually and collaboratively in written, oral, or presentation form.

2. **Professional Skills and Problem Solving:** Using relevant tools, analytic theories, and professional observations students will be able to conduct analyses that transform data into meaningful information.
3. **Integrative Understanding:** Students will understand how to apply data and analytics to the full spectrum of business analytics practice (descriptive, predictive and prescriptive).

Contact

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| Campus | World Campus |
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| Program Contact | Michelle Kristen Rockower 220 Business Building University Park PA 16802 mkk114@psu.edu (814) 865-5290 |
| Program Website | View (http://www.worldcampus.psu.edu/degrees-and-certificates/business-analytics-certificate/overview/) |