

BUSINESS ARCHITECTURE GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Brian Cameron
Program Code	BUSARC
Campus(es)	World Campus

The Graduate Certificate in Business Architecture is offered by the Smeal College of Business. Business Architecture (BA) is a rapidly growing field within Enterprise Architecture and IT Strategic Planning. Business architecture aligns strategic objectives and tactical initiatives that often involve the use of enterprise information technology.

A business architecture approach that delivers business value to the enterprise produces several things:

- An articulation of the strategic requirements of the enterprise
- Models of the future state which illustrate what the enterprise should look like across multiple business viewpoints in support of the business strategy
- A road map of the change initiatives required to reach that future state
- The requirements, principles, standards, and guidelines that will steer the implementation of change initiatives

The primary purpose of describing the business architecture of an enterprise is to improve the effectiveness or efficiency of the business itself. This includes innovations in the structure of an organization, the centralization or federation of business processes, the quality and timeliness of business information, and ensuring that money spent at the project level is in support of the strategic objectives of the larger enterprise.

This 9-credit graduate certificate will provide a holistic approach to business architecture that produces a common understanding of the organization, its sources of innovation/distinctiveness, and an approach for effective organizational transformation and strategy execution. Course content focuses on: (1) understanding and applying the concepts of modeling approaches to an enterprise, (2) understanding and fostering sources of organizational innovation, (3) understanding effective enterprise transformation and business strategy execution.

Effective Semester: Spring 2019
Expiration Semester: Spring 2024

Admission Requirements

Applicants apply for admission to the program via the Graduate School application for admission (<http://gradschool.psu.edu/prospective-students/how-to-apply/>). Requirements listed here are in addition to Graduate Council policies listed under GCAC-300 Admissions Policies (<http://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 (<http://gradschool.psu.edu/graduate-education-policies/gcac/gcac-300/gcac-305-admission-requirements-international-students/>) for more information.

Other admissions requirements include:

- Grade Point Average (GPA) – Applicants are expected to have maintained a junior-senior (3rd and 4th years) GPA of at least a 3.00 based on a grading scale of A (4.00) to D (1.00).
- Statement of Purpose – Applicants must describe how professional experience and goals align with the Certificate in Business Architecture, not to exceed 500 words.
- Vita or Résumé – Provide a one- to two-page listing of professional experience and education.
- Application – Completion of the Graduate School certificate application (<http://gradschool.psu.edu/prospective-students/how-to-apply/>).

Certificate Requirements

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

Code	Title	Credits
Required Courses		
BA 809	Strategic Business Architecture	3
ENTR 810	Emerging Trends, Technology, and Corporate Innovation	3
EA 873	Enterprise Modeling	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

- Graduates will be able to demonstrate competency in the foundational concepts and practices of effective enterprise modeling
- Graduates will learn the techniques involved in the use and effectiveness of architectural modeling to describe an organization and examine model-based products as tools to support, influence, and enable organization planning and decision-making
- Graduates will learn the major areas of concern that affect disruptive innovation
- Graduates will be able to demonstrate the emerging trends and disruptors in technology and industry that create new markets and influence decision making, product development, business models, and business practices associated with innovation
- Graduates will be able to demonstrate competency in the business motivations, business operations and business analysis frameworks and related networks that link these aspects of the enterprise together
- Graduates will be able to demonstrate competency in developing and explaining different views of an organization are typically developed in the practice of business architecture

Contact

Campus	World Campus
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Program Website	View (https:// www.worldcampus.psu.edu/ degrees-and-certificates/business- architecture-certificate/overview/)