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

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).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 809</td>
<td>Strategic Business Architecture</td>
<td>3</td>
</tr>
<tr>
<td>ENTR 810</td>
<td>Emerging Trends, Technology, and Corporate Innovation</td>
<td>3</td>
</tr>
<tr>
<td>EA 873</td>
<td>Enterprise Modeling</td>
<td>3</td>
</tr>
<tr>
<td>Total Credits</td>
<td></td>
<td>9</td>
</tr>
</tbody>
</table>

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.

Contact
Campus              World Campus
Graduate Program Head  Brian Harold Cameron
Director of Graduate Studies (DGS) or Professor-in-Charge (PIC)  Brian Harold Cameron
Program Contact  Michelle Kristen Rockower
                  mkk114@psu.edu
                  (814) 863-0474

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