

CERTIFICATE IN BUSINESS ANALYTICS

Program Overview

The Business Analytics Program will help marketers, business analysts, accountants, financial analysts, executives, small business owners and other non-IT professionals effectively analyze business data through the hands-on use of modeling and other techniques using popular software tools such as spreadsheets and SAS.

Program Features

Starting in the Fall 2013, the program is designed to meet the demand of the local businesses for data savvy professionals, now and in the future. The COB Curriculum in business analytics is truly unique. The program:

- ✘ is based on the best industry practices
- ✘ is cosponsored by SAS
- ✘ is benchmarked after the best data analytics programs around the country
- ✘ offers a balance between data management systems and data analysis
- ✘ utilizes a hands-on approach and real world projects.

Specific Skills

Statistical Modeling, Decision Modeling, Database Management Systems, Integrating Databases with Spreadsheet Modeling, Data Warehousing/OLAP, Balanced Scorecard, Web Analytics, Decision Trees, Neural Networks, Clustering, and Market Basket Analysis.

Course Descriptions

MGT5140: Business Database Systems Management (3 credits)

Discussions of various business database system management. Logical database design and physical database design. Data warehousing and data marts.

MGT5180: Advanced Queries and Business Reports (3 credits)

Spreadsheet, statistical analysis tools, what-if analysis with data tables and scenarios. Enhancing decision making with goal seeking and solving. Build tables, queries, forms, and reports.

MGT5190: Data Mining and Analytics (3 credits)

Hands-on learning of how to use statistical techniques to solve business problems. Extensive use of data, quantitative analysis, exploratory and predictive models. Key performance indicators, dashboards and scorecards for performance management and opportunity assessment. Statistical concepts, statistical modeling, and experimental design. Real-life data project and SAS Enterprise Guide.

MGT5200: Advanced Data Analytics (3 credits)

Advanced topics related to data analytics applications. Data exploration, neural networks, decision trees, cluster analysis, correlation, and predictive modeling. Hands-on learning of how to use statistical and algorithm-based techniques to solve business problems.

