



# Graduate Certificate in Business Analytics

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## Business Analytics Certificate

The online Graduate Certificate in Business Analytics is offered by the highly ranked Smeal College of Business in partnership with Penn State World Campus.

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**SMEAL**  
College of Business

Analytics, defined as the scientific process of using data and quantitative techniques to make better decisions, has permeated virtually all aspects of business. The widespread availability of large amounts of detailed data, combined with analytics methods, permits an extensive examination of the trade-offs that inform business decision making, with the ultimate goal of choosing “best” courses of action.

The volume of data available in every sector of our economy creates opportunities for forecasting, prediction, modeling, simulation, and data-driven decision making.



As a student in this 9-credit, AACSB-accredited certificate program, you can learn how to leverage this opportunity to make strategic business decisions for your organization.



## Curriculum

To earn the graduate certificate, you must complete the following 3-credit courses:

### ➤ **BAN 530 Business Strategies for Data Analytics**

This course integrates the descriptive/prescriptive/predictive framework and sets analytics problem solving in a real-world business context. Gain experience with noisy data sets, potential compliance issues, nonstandard measures across business units, and other considerations in using data to drive decisions.

### ➤ **BAN 540 Marketing Analytics**

Learn to use a systematic and analytical approach to marketing decision making; build skills to undertake such analyses and decision making. Identify alternative marketing options and actions to enhance business performance, predict the expected market and consumer reactions associated with potential marketing actions, calibrate the opportunity costs associated with each action, and choose actions that have the highest likelihood of achieving established business goals.

### ➤ **BAN 550 Prescriptive Analytics for Business**

Explore the use of prescriptive analytics tools and methods in a variety of business contexts. Learn about effective integration and implementation of prescriptive analytics in supply-side decision-making processes, such as risk mitigation, supply chain management, service management, operations, logistics, and transportation.

## Start with the Business Analytics Certificate and Step Up to the Master's Degree

The Graduate Certificate in Business Analytics consists of three courses from the Master of Professional Studies in Data Analytics—Business Analytics option. You can begin by pursuing the certificate, and then choose to continue and apply to the master's degree program. If you choose to apply and are accepted to the master's degree program, you can apply the 9 credits from the certificate toward the degree.

### Who Should Apply?

Business analytics professionals are found in various corporate, government, and not-for-profit organizations across the globe. As the data from transactions, social interactions, and sensors increase, opportunities emerge from careful analysis and modeling. Professionals who can transform data into sound business decisions are found in all aspects of business and society, including:

- federal, state, provincial, and local governments
- health care industry
- information systems design and implementation
- investments and banking
- manufacturing
- marketing strategy and public relations
- research and development firms
- risk analysis and actuarial computation
- supply chain analytics

### Online Learning

The paced schedule of lessons in each course provides you with flexibility to complete your work where and when it is most convenient for you. Courses are taught by leading Smeal College of Business faculty who have extensive experience teaching in online educational environments for professional-level students.

As a pioneer in online education, Penn State has developed a nationally recognized support system for students who are studying online. You will have access to an array of support services, including technical support offered by the World Campus HelpDesk staff and career counseling with a licensed professional counselor.

## Begin Your Application Today

To pursue the Business Analytics certificate, you will first need to complete an online application, found by clicking on the “HOW TO APPLY” link from the program overview page at [worldcampus.psu.edu/bacert](http://worldcampus.psu.edu/bacert).

Applicants should have knowledge or experience in quantitative work such as science, engineering, or business. Applicants from other disciplines will be considered based on prior course work and professional experience. All students are required to have prior knowledge of statistics. Learn more at [worldcampus.psu.edu/bacert](http://worldcampus.psu.edu/bacert).

## Program Benefits

- Differentiate yourself in a competitive job market; acquire a skill set valued across a wide range of industries
- Learn through convenient online courses taught by experienced faculty
- Enhance your résumé with a respected certificate from an accredited university



# PENN STATE | ONLINE

[worldcampus.psu.edu](http://worldcampus.psu.edu)

## Contact Us

To learn more about the Graduate Certificate in Business Analytics, offered in partnership with the Penn State Smeal College of Business, contact:

### World Campus Admissions Counselors

Phone: 800-252-3592 (toll free within the United States)

814-865-5403 (local and international)

Email: [wdadmissions@outreach.psu.edu](mailto:wdadmissions@outreach.psu.edu)

For more information, visit:

[worldcampus.psu.edu/bacert](http://worldcampus.psu.edu/bacert)

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Produced by Outreach and Online Education Marketing U.Ed.OUT 16-0178/16-WC-0339ajm/sss

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