



Serious interest in the influence of big data is fueling a new career for **MICHELLE RHEN**. With a graduate certificate in business analytics, Michelle is building a powerful platform to advance to the next level.

STRENGTHEN

GRADUATE CERTIFICATE IN BUSINESS ANALYTICS

Enhance your expertise with the skills and knowledge to leverage the power of data to improve business processes with a Graduate Certificate in Business Analytics. From automotive and financial services to marketing, human resources and education, career opportunities abound for professionals who know how to harness and interpret data.

AUDIENCE

- Professionals from any industry seeking knowledge in business analytics
- Bachelor's degree in any field

IN DEMAND SKILLS

- Employment in business intelligence and related fields is projected to grow 31% by 2029, according to the U.S. Bureau of Labor Statistics.

BENEFITS

- Enhance your ability to utilize information and apply data analytics to make strategic decisions
- Learn to analyze data to make informed, data-driven decisions that lead to in-depth understanding of customers, markets and operations
- Discover how to apply data analytics to meet business objectives
- Earn credits that can be applied towards Oakland's Master of Science in Information Technology Management or Master of Science in Business Analytics



PROGRAM OVERVIEW

Students in the program will explore a range of quantitative and computational techniques which have wide use in today's data-driven business world. Students will study statistical analysis, data visualization, data mining, predictive analytics, data preparation and cleaning, data warehousing and mathematical modeling.

Most courses include a significant project component, sponsored by a partner organization or the employer of the student. The sponsored projects provide students with hands-on, real-world application of the program material.

CURRICULUM

Foundation Course

Can be waived based on prior coursework

QMM 5100 Quantitative Methods for Managers

Required Courses

MIS 5460 | Business Analytics

MIS 5470 | Practical Computing for Data Analytics

MIS 5560 | Introduction to Data Science

Elective Courses

Take two

MIS 5140 | Introduction to Databases and Data Warehouses

MIS 5500 | Web Analytics

MIS 6060 | Advanced Databases and Big Data Management

MIS 6900 | ST: Deep Learning and Text Analytics

MIS 6900 | ST: Social Network Analysis

MIS 6900 | ST: Advanced Analytics with Python

POM 5410 | Operations Analytics

QMM 5520 | Forecasting

QMM 6400 | Management Science

ECN 5050 | Econometrics

STA 5001 or any STA 5000 level course

APPLICATION AND ADMISSION

Application Requirements

- Application for graduate study
- Official transcripts from all colleges and universities attended
- Official transcripts providing evidence of an earned baccalaureate degree
- Curriculum vitae or resume
- Email address of two individuals for recommendations

International Students

- Transcript evaluation (for degrees earned from a college or university outside of the United States)
- Proof of English language proficiency
- International supplemental application and supporting documents

Admission Deadlines

All application materials must be received by:

- July 15 for the fall semester
(May 1 for international students)
- November 15 for the winter semester
(September 1 for international students)
- March 1 for the summer semester

For More Information

Graduate Business Programs
oakland.edu/business/grad
(248) 370-3287