

Wisconsin School of Business

Graduate Certificate in Business Analytics

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Risk and Insurance

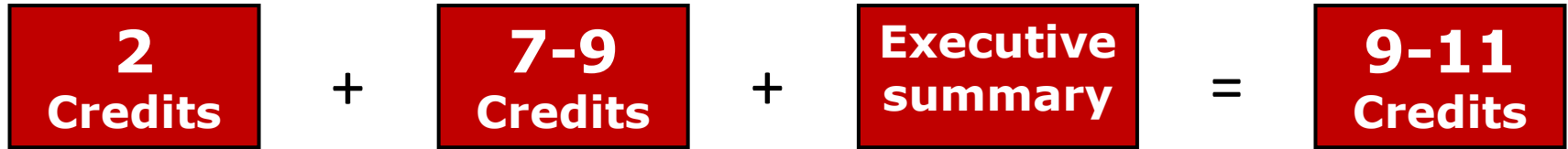
Graduate Certificate in Business Analytics: Overview

Business students understand how businesses operate, know how to communicate successfully with others in business, and are familiar with the concepts of business goals and objectives.

The Graduate Certificate in Business Analytics leverages this foundation to provide students opportunities to learn and practice data analytic approaches to decision making within the data-rich business context.

MBA, MS and MAcc students in the Wisconsin School of Business are eligible to register for the Graduate Certificate in Business Analytics.

Graduate Certificate in Business Analytics: Overall Design



GEN BUS 704:
Data to Decisions
Part of MBA Core Curriculum

From an approved
list of WSB courses
dealing with
business analytics,
with some breadth
requirements

Personal reflection
executive summary
on one project from
one of the certificate
courses

Graduate Certificate in Business Analytics: 7-9 Credits of Courses in two Knowledge Areas

Analytic Tools & Methods:

- ACT SCI 654 – *Regression & Time Series*
- ACT SCI 655 – *Health Analytics*
- MKT 815 – *Marketing Analytics*
- OTM 442 – *Database Management & Applications*
- OTM 714 – *Supply Chain Analytics*
- RMI 660 – *Risk Analytics & Behavioral Science*
- GB 656 – *Machine Learning*
- GB 720 – *Data Visualization*
- GB 730 – *Prescriptive Modeling & Optimization*
- GB 740 – *Experiments and Causal Methods*
- GB 760 – *Data Technology*

Analytic Steps:

- FIN 635 – *Security Analysis*
- MKT 710 – *Marketing Research*
- MKT/OTM 727 – *Enterprise Systems & Supply Chain Management*
- MHR 765 – *People Analytics*
- OTM 752 – *Project Management*
- RMI 655 – *Risk Financing*

#1) One course in “Analytic Tools & Methods”

#2) One course in “Analytic Steps”

#3) One additional course from either knowledge area outside the WSB department housing student’s program.

FAQ for Graduate Certificate in Business Analytics

Q: How do I sign up for the certificate?

A: Review your course choices with your program/specialization advisor to confirm alignment with the certificate. Then complete the Certificate Declaration Form at <https://wsb.wisc.edu/programs-degrees/certificates/business-analytics-grad>

Q: Does the certificate guarantee me a seat in a certificate class, or allow me to register early for a certificate class, or allow me to exceed the 15-credit hour limit per semester?

A: No.

Q: Is there a tuition differential to earn the certificate?

A: No.

Q: What are the logistics for earning the certificate?

A:

- **Application:** You must **apply by December 15** of your graduating academic year; applications after December 15 will not be accepted.
- **Completion: 1)** You must turn in your Personal Reflection Executive Summary **by April 22**. Email your summary to rcrabb@wisc.edu
- **2)** You must fill out and submit your completion form **by April 30**. This form is at <https://wsb.wisc.edu/programs-degrees/certificates/business-analytics-grad>