

BUSINESS ANALYTICS FOR MANAGERS (ADV CERT)

Overview

15 credits

NYSED 40804

Business analytics (BA) is the application of quantitative and qualitative methods and tools to data in order to gain insight and make informed decisions. The confluence of an increasingly complex world, the vast availability and rapid proliferation of data, and the urgent need to stay ahead of the competition has sharpened the focus on using analytics within organizations. Popular literature is abuzz with news of how business analytics is helping organizations in every industry use information to their advantage. Business analytics help businesses to meet such objectives as growth and competitive differentiation, to engage in better business performance management, to evaluate choices regarding products and pricing, and to make operations more efficient and effective. In particular, analytics is helping organizations both to anticipate and initiate change by uncovering unexpected associations and patterns. Its growing importance in organizations is creating a demand for business people who are trained in the technologies and methodologies of business analytics.

The Gabelli School of Business' Advanced Certificate in Business Analytics for Managers program is specifically targeted to managers looking to delve into the business analytics arena and prepares students for exciting and lucrative career opportunities by enhancing their capabilities for data- and model-driven decision-making. It takes advantage of the limited time students have for their studies by acutely focusing on specific areas of business analytics according to their interests and their organization's immediate needs. The 15-credit certificate will set students up with the courses they need to transfer to a possible future M.S. program or to pursue their careers with very focused skills. The program integrates the fields of analytics techniques, data management, information technology, modeling, and statistical analysis through core classes and electives that train students to become effective analysts and informed users of business data. The program prepares students to develop quantitative and qualitative skills required in data-driven industries such as banking, consumer products, energy, government, health care, insurance, manufacturing, and pharmaceuticals.

The curriculum consists of five courses (two required core and three electives) spanning two to three semesters, resulting in a 15-credit Advanced Certificate in Business Analytics for Managers.

Admissions

Admissions requirements include:

- Completed and signed application
- Application fee
- Written statements
- Official undergraduate transcript (and graduate transcript)
- Two reference letters
- Resume

Requirements Curriculum

Course	Title	Credits
Core Courses		
Choose two courses from the list below.		6
Elective Courses		
Choose three courses from the list below.		9
Total Credits		15

Core Courses

Courses in this group have the GB01 attribute.

Course	Title	Credits
ISGB 7943	Programming with Python	3
ISGB 7967	Data Mining for Business	3
ISGB 7975	Business Analytics for Managers	3
ISGB 799V	R Statistical Programming	3

Elective Courses

Courses in this group have the GB02 attribute.

Course	Title	Credits
ISGB 7933	Audit Data Analytics	3
ISGB 7934	Artificial Intelligence	3
ISGB 7944	Sports Analytics	3
ISGB 7973	Database Management	3
ISGB 7978	Web Analytics	3
ISGB 7980	Bus Modeling w/Adv Sprdsheets	3
ISGB 7988	Business Performance and Risk Management	3
ISGB 7990	Big Data Analytics	3
ISGB 799Z	Deep Learning	3
ISGB 79AA	Advanced Python for Financial Programming	3
ISGB 79AC	Cybersecurity Analytics for Business	3