BUSINESS ANALYTICS - GRADUATE CERTIFICATE

College of Business Administration
Department of Management and Information Systems
www.kent.edu/business/mis

Examples of Possible Careers*

Chief executives
- 60.0% decline
- 287,900 number of jobs
- $185,950 potential earnings

Data scientists and mathematical science occupations, all other
- 30.9% much faster than the average
- 33,200 number of jobs
- $98,230 potential earnings

General and operations managers
- 5.8% faster than the average
- 2,486,400 number of jobs
- $103,650 potential earnings

Management analysts
- 10.7% much faster than the average
- 876,300 number of jobs
- $87,660 potential earnings

Operations research analysts
- 24.8% much faster than the average
- 105,100 number of jobs
- $86,200 potential earnings

Contact Information
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Fully Offered
- Online
- Kent Campus

Admission Terms
- Fall (Online, Kent Campus)
- Spring (Online)

Description
The Business Analytics graduate certificate provides individuals, especially those without analytics job titles or responsibilities but with the burning desire for the field, the opportunity to familiarize themselves with this ever-growing and versatile discipline. The certificate program would also enable these individuals to augment their knowledge base beyond their chosen professions and improve their value to their employers and businesses, or marketability if they choose to change jobs.

Accreditation
AACSB, International - The Association to Advance Collegiate Schools of Business

Admission Requirements
- Bachelor's degree from an accredited college or university for unconditional admission
- Minimum 3.000 undergraduate GPA on a 4.000 point scale for unconditional admission
- Official transcript(s)
- GMAT or GRE scores
- Goal statement
- Resume
- Two-to-Three letters of recommendation
- English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning one of the following:
  - Minimum 550 TOEFL PBT score (paper-based version)
  - Minimum 79 TOEFL IBT score (Internet-based version)
  - Minimum 77 MELAB score
  - Minimum 6.5 IELTS score
  - Minimum 58 PTE score

For more information about graduate admission, please visit the graduate admission website. For more information on international admission, visit the Office of Global Education's admission website.

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Program Learning Outcomes
Graduates of this program will be able to:

1. Develop proficiency in the framing of business and analytics problems.
2. Provide leadership and decision-making abilities using analytics tools in different business contexts throughout the model lifecycle.
3. Develop competencies in identifying data needs and sources, data acquisition and the cleaning and refining of data for analytical processing.
4. Develop competencies in analytical model selection, software selection and model building.

*Note
Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.
5. Develop competencies in deploying, validating and interpreting analytical solutions.

The premise of the certificate program is to provide graduates a firm grasp of important analytical techniques and the knowledge of how to best implement, interpret, and communicate them in a variety of business contexts. This goal is pursued using a "Three-Foci Model" design that integrates data analysis, information and data management, and decision-making and leadership. This model can be summarized as encompassing analytics technologies, techniques, and decision-making processes.

**Program Requirements**

**Certificate Requirements**

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tr>
<td>MIS 64018</td>
<td>QUANTITATIVE MANAGEMENT MODELING</td>
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<td>MIS 64036</td>
<td>BUSINESS ANALYTICS</td>
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<td>MIS 64060</td>
<td>FUNDAMENTALS OF MACHINE LEARNING</td>
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<td>MIS 64082</td>
<td>DATABASE MANAGEMENT AND DATABASE ANALYTICS</td>
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Minimum Total Credit Hours: 12

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*Kent State University Catalog 2020-2021*