

# BUSINESS ANALYTICS - GRADUATE CERTIFICATE

Ambassador Crawford College of Business and Entrepreneurship  
Department of Management and Information Systems  
[www.kent.edu/business/mis](http://www.kent.edu/business/mis)

## Examples of Possible Careers\*

### Chief executives

- -10.0% 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

- **Delivery:**
  - Fully online
  - In person
- **Location:**
  - Kent Campus

## Admission Terms

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

### \*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.

## 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
- Minimum 2.750 undergraduate GPA on a 4.000-point scale
- Official transcript(s)
- GMAT or GRE scores (*effective for spring 2023 admission, the GMAT or GRE will no longer be required*)
- Goal statement
- Résumé
- Two 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
  - Minimum 110 Duolingo English Test score

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

## 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.
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

Code	Title	Credit Hours
<b>Certificate Requirements</b>		
MIS 64036	BUSINESS ANALYTICS	3
MIS 64060	FUNDAMENTALS OF MACHINE LEARNING	3
Certificate Electives, choose from the following:		6
MIS 54050	DATA VISUALIZATION	
MIS 64018	QUANTITATIVE MANAGEMENT MODELING	
MIS 64038	ANALYTICS IN PRACTICE	
MIS 64082	DATABASE MANAGEMENT AND DATABASE ANALYTICS	
<b>Minimum Total Credit Hours:</b>		<b>12</b>