

Oregon State University
Extended Campus

Project Title: Business Analytics Graduate Certificate

Sponsoring School and College: College of Business

Contact: James R. Coakley, Associate Dean, Academic Programs

Ecampus submits this memorandum to the Curriculum Council, according to the [Curriculum Council Review Process for Ecampus Proposals](#), as an information item, to indicate that the proposed program includes the same curricular requirements as the already-approved, already-offered major on campus. The table below compares the required and elective courses offered on campus, those offered online, and the required pre-requisites for each course, if applicable. The pre-requisite courses are listed with an asterisk (*) if they are already offered online or with a carrot (^) if they are already in development for delivery online.

Today's organizations—businesses, corporations, nonprofits and others—want to better utilize available information in operational, tactical, and strategic decision making. The information value of both in-house and third party data sets can now be leveraged using powerful emerging technologies. Increasingly organizations leverage advances in software interoperability, data exchange mechanisms and data mining and visualization techniques to better understand their operations, customers, and markets. This trend has become known as 'data mining,' 'business analytics,' 'business intelligence' or, nowadays, 'big data.'

This graduate certificate is targeted at three types of professionals:

- Managers seeking to expand the use of data analytics within their organizations.
- Information systems professionals charged with marshaling available organizational data for analytical processes.
- Business analytics professionals performing data analysis to support decision making, strategy formation and operational improvement.

Course work for the Business Analytics option contains 21 credits of course work.

<http://catalog.oregonstate.edu/MajorDetail.aspx?major=CG14&college=02>

Current On-campus Business Analytics Graduate Certificate (total of 21 credits)	Proposed Ecampus Business Analytics Graduate Certificate (total of 21 credits)	Prerequisites (if any); those already offered via Ecampus or in the development queue are indicated in bold
Business Analytics (21 credits) * Currently offered online ^ To be developed for online		
BA 555. Practical Business Analysis (3)	BA 555. Practical Business Analysis (3)*	BA 275 with a minimum grade of C- or better graduate standing. Note: BA 275 is no longer in the OSU catalog and is no longer an enforced prerequisite. The College of Business is preparing a CAT-II updating the BA 555 prerequisites.
BA 572. Advanced Information Systems (3)	BA 572. Advanced Information Systems (3)*	Graduate standing.
BA 573. Data Analytics for Competitive Advantage (3)	BA 573. Data Analytics for Competitive Advantage (3)*	none
BA 574. Data Management (3)	BA 574. Data Management (3)*	BA 573*
BA 575. Data Exploration and Visualization (3)	BA 575. Data Exploration and Visualization (3)*	BA 573*
BA 576. Data and Text Mining (3)	BA 576. Data and Text Mining (3)^	BA 574* and BA 575*
BA 577. Integrated Business Analytics Project (3)	BA 577. Integrated Business Analytics Project (3)^	BA 555* and BA 574* and BA 575*