General Catalog & Schedule of Classes

OSU Oregon State University

OSU Home | Prospective Students | Current Students | Faculty & Staff | Alumni & Friends | Visitors

Quick-Jump: [   ] GO

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Catalog Home | Catalog Index | Catalog Search

Business Analytics Graduate Certificate (CERT)

College of Business

Print Version

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 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.

Required Courses:

BA 555. Practical Business Analysis (3)
BA 572. Advanced Information Systems (3)
BA 573. Data Analytics for Competitive Advantage (3)
BA 574. Data Management (3)
BA 575. Data Exploration and Visualization (3)
BA 576. Data and Text Mining (3)
BA 577. Integrated Business Analytics Project (3)

Total=21

Major Code: CG14