

ONLINE EXECUTIVE CERTIFICATE



A unit of the Arizona State University Knowledge Enterprise

Business Analytics Certificate Program

This cutting-edge certificate program is composed of three, 4-week online courses, each consisting of:

- 5-7 hours of content per week
- Video lectures and voiceover PowerPoints
- Case studies
- Interactive & multimedia activities
- Quizzes & knowledge checks
- Facilitated discussion forums
- End-of-course assessment

This certificate can be completed in fewer than four months.



W.P. Carey School of Business
Ranked #10:
Information Systems

Program Overview

The role of data across organizations and industries is expanding: 85 percent of Fortune 500 companies have Big Data initiatives underway or in the planning stages. That means career opportunities and job growth for data analysts are booming and will remain strong for the foreseeable future.

Thunderbird's online **Business Analytics Certificate Program** delivers instruction from the top-ranked departments of Information Systems and Supply Chain Management in Arizona State University's W. P. Carey School of Business to give you the skills and knowledge to advance your career in this exciting, growing field.

Benefits

- Learn how firms compete with analytics.
- Understand the evolution of business intelligence (BI) and how it applies to emerging business issues.
- Deepen their quantitative and analytical skills, discover how to derive value from data, lead data-driven analyses, and create a business advantage
- Interpret and leverage the data within their organization to uncover trends, build predictive analysis models, and get closer to the customer to increase profitability.

Who Should Apply

Although the topics covered go into considerable depth, you do not need prior IT or analytics modeling knowledge or experience to apply for this certificate program.

Engaging Instructional Delivery

The certificate is enhanced by weekly quizzes and readings, and a final, overall assignment is due at the end of the course. Coursework can be completed on your time throughout the week, with all work being due by Sunday evenings.

Core Curriculum

Business Analytics & Strategy - This course provides a survey of concepts, structure and analytical tools that are the foundation for organizing quantitative data and employing quantitative models to get insights that help you make better decisions. The primary objective of the course is to familiarize you with a range of fundamental quantitative models that have proven useful to analysts and decision makers.

Enterprise Analytics & Big Data - This course explores how to assess what data resources are available to an organization and the quality of those resources. It also examines how to push these resources to decision makers, and how to help decision makers appropriately interpret/use the data.

Data Mining & Predictive Analytics - This course is an introduction to the practice of data mining and predictive modeling. We will study the fundamental principles and techniques of data mining and examine real-world examples and data to place data-mining techniques in context to develop data-analytic thinking.

Business Analytics Certificate Program

Certificate Details

Tuition cost (USD)

\$1,980 per course

\$4,752 per 3-course track (a 20% savings)

Corporate pricing available for groups of three or more.

Course credit

3 Continuing Education Units (CEUs) per course

9 CEUs per executive certificate

About Thunderbird

Thunderbird School of Global Management, a unit of the Arizona State University Knowledge Enterprise, is consistently top-ranked for international business education, offering specialized degree programs and a suite of executive education programs for individuals and corporations.

Course Learning Objectives

Business Analytics & Strategy

- Evaluate three of the most common methods of forecasting and choose which strategy is best given market conditions.
- Define and analyze transformation processes available for producing and delivering products and services.
- Calculate the capacity/resource requirements and the resulting time to deliver a product/service for given demand levels and uncertainties.
- Explain why inventory exists and determine appropriate inventory management policies.
- Identify and discuss key decisions in the core activities of purchasing and logistics management.

Enterprise Analytics & Big Data

- Implement programs to ensure data quality.
- Implement programs to extract, transform and load analytical databases.
- Build and query relational databases.
- Build and query dimensional databases.
- Present data in a manner that is understandable to nontechnical managers.
- Practice evidence-based management

Data Mining & Predictive Analytics

- Learn how data mining changes the innovation equation in organizations. Understand the drivers and determinants of disruptive innovation and how best to leverage data mining.
- Develop a practical, business-focused understanding of the three different orientations to data mining: exploratory, predictive and forensic.
- Establish an operational (hands-on) understanding of data-driven decision making, using data mining tools and techniques to assist managers to take one of three (exploratory, predictive, forensic) perspectives to data.
- Understand how to develop new business opportunities or drive innovation in organizations by leveraging data mining.

Give Yourself a Global Edge... Register Now.

Ask about our partnership pricing discounts for groups.

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