

Monte Ahuja College of Business

Cleveland State University



Graduate Certificates in

Business Analytics



AACSB
ACCREDITED

Business Analytics

A green vertical panel containing the AACSB Accredited logo at the bottom left. The logo consists of a circular emblem with a building icon and the text 'AACSB ACCREDITED'. To the right of the logo, the words 'Business Analytics' are written in a large, white, outlined font, oriented vertically. In the background, there is a faint watermark of the Cleveland State University seal.

Graduate Certificates in

Business Analytics

Why Business Analytics?

The Graduate Certificates in Business Analytics and Advanced Business Analytics at the Monte Ahuja College of Business are designed to provide students with the statistical and analytical skills needed to pursue a career in big data. As today's companies make larger investments and become even more data driven, advanced analytics and forecasting have become increasingly important. Both certificates in Business Analytics are taught by qualified graduate faculty and industry leaders, selected for their expertise and related experience.

You will develop functional expertise extracting information from a variety of data sources and types, analyzing and interpreting the data, as well as the application of business analytics to formulate organizational strategy and influence decision-making.

BUSINESS-ANALYST JOBS
ARE PREDICTED TO INCREASE BY
22 PERCENT BY 2020.

- U.S. BUREAU OF LABOR STATISTICS

Why the Monte Ahuja College of Business?

The Monte Ahuja College of Business is accredited by AACSB International (the Association to Advance Collegiate Schools of Business). AACSB International is the longest serving global accrediting body for business schools that offer bachelors, masters, and doctorate degrees in business and accounting. AACSB accreditation represents the highest standards in curriculum, faculty credentials and students. Less than five percent of business schools worldwide have earned this distinguished hallmark of excellence in management education.



ENGAGED LEARNING WITH A COMPETITIVE EDGE.



Program Objectives

Graduates of the Business Analytics Certificate program will be able to:

- Utilize skills developed in this program to extract valuable, actionable insights from data to influence strategy and decision-making
- Master statistical software tools and pursue highly-valued vendor certifications
- Implement business intelligence solutions using data warehousing and data mining
- Analyze data for customer acquisition, retention, revenue management, profitability and other business goals
- Understand and apply principles of information ethics and privacy protection
- Compete in the marketplace with confidence and integrity

Curriculum Overview

We offer two graduate certificates in Business Analytics. One in Strategic Business Analytics and one in Advanced Business Analytics. Strategic Business Analytics must be completed prior to pursuing Advanced Business Analytics.

Each certificate requires completion of 12/13 credits. Both Graduate Certificates prepare students to pursue SAS® certifications.



Graduate Certificate in Strategic Business Analytics

BUS 575: Introduction to Business Analytics (3 credits)

BUS 600: Applied Business Analytics (3 credits)

BUS 601: Managing Databases for Business Analytics (3 credits)

BUS 602: Strategy for Business Analytics (3 credits)

Graduate Certificate in Advanced Business Analytics

BUS 603: SAS for Data and Statistical Analysis (1 credit)

BUS 604: Advanced Business Analytics I (3 credits)

BUS 605: Advanced Business Analytics 2 (3 credits)

BUS 606: Practicum in Business Analytics (2 credits)

In addition to the courses above, a student must select one course from the following list to reach 12/13 credit hours:

- OSM 611: Forecasting (3 credits)
- IST 660: Data Mining and Business Intelligence (4 credits)
- IST 664: Business Geographic and GIS (4 credits)
- PSY 611: Advanced Data Analysis with Computer Applications (4 credits)
- ECN 625: Econometrics (4 credits)
- CIS 660: Data Mining (4 credits)
- MTH 521: Time Series Analysis (4 credits)
- MTH 531: Categorical Data Analysis (4 credits)
- MTH 537: Operations Research I (4 credits)

These courses are currently listed in the CSU Graduate Catalog and are regularly offered. For full course descriptions, please see the Graduate Catalog located online at: catalog.csuohio.edu

Not just for business students...

Graduate students at Cleveland State University do not have to be enrolled within the Monte Ahuja College of Business in order to apply. Graduate Certificates are designed to fit the needs of students or working professionals who are looking to further their career or supplement their education.





Engaged Learning: Convenient, Accessible and Connected

Since most students are part-time, classes are offered in the evenings at our downtown campus. Whether full or part-time, Graduate Certificate programs boast class sizes that allow for personalized instruction from faculty. As a leader in innovative collaboration, programs within the Monte Ahuja College of Business connect students not just with faculty, but with businesses in the Northeast Ohio community and alumni, creating a strong connection to the region and its economic development.

Faculty

The faculty of the Monte Ahuja College of Business are a diverse group of world-class professors with industry-leading expertise in their disciplines and related business experience. Nearly every faculty member has a terminal degree in their field of specialization—many from the world's leading business schools. In addition, faculty are actively involved in the community as business consultants, members of professional organizations, and civic leaders, bringing a richness of practical application to every course they teach.

Financial Assistance

Cleveland State University offers many different financial aid options and payment plans, including a budget plan and deferred payments for students who have a company-sponsored tuition reimbursement plan. The Monte Ahuja College of Business awards a limited number of graduate scholarships. Full-time graduate students are eligible for graduate assistantships. For more information about financing your graduate education, visit www.csuohio.edu/business/.



Get Started Today

The Graduate Business Analytics Certificate Program requires that current Cleveland State University business and non-business graduate students complete at least one course in statistics at the undergraduate level prior to application.

Working professionals with a basic knowledge of statistics and an undergraduate degree may also apply.

How to Apply

Applicants may apply online at:

www.csuohio.edu/graduate-admissions

Your application will go directly to:

Cleveland State University

Office of Graduate Admissions

Parker Hannifin Hall, Room 227

2258 Euclid Avenue

Cleveland, OH 44115

Submission and evaluation of official transcripts will be required to determine if any prerequisite courses are needed.

Admission to the certificate program will be determined by the Monte Ahuja College of Business.

Additional Questions?

Make an appointment with an academic advisor today should you have additional questions. We can help answer questions about:

- Admission requirements
- Application deadlines
- Payment options
- Optimal course load
- Course registration

For further information, or to make an appointment, please contact:

Monte Ahuja College of Business

Phone: 216-687-3786

[Email: business_analytics@csuohio.edu](mailto:business_analytics@csuohio.edu)

Monte Ahuja College of Business

Graduate Degree Programs

Master of Accountancy (MAcc)

Master of Business Administration (MBA)

Executive MBA (EMBA)

Global Accelerated MBA (Global AMBA)

Mobile Accelerated MBA (Mobile AMBA)

MBA in Health Care Administration (MBA-HCA)

Master of Computer & Information Science (MCIS)

Master of Labor Relations & Human Resources (MLRHR)

Contact Us

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