

BUSINESS ANALYTICS GRADUATE CERTIFICATE

Banner Code: BC-CERG-BUSA

Graduate Program Office

Phone: 703-993-8006

Email: gradbus@gmu.edu

Administration

- Ioannis Bellos, Director

The Graduate Certificate in Business Analytics will help analysts and professionals from diverse domains to effectively analyze data through the hands-on use of decision modeling and other techniques using popular software tools. The program covers a wide array of methodologies and techniques — from data collection, organization, reporting and mining to extraction of useful and actionable information for decision makers.

Courses (grades of C* or better) taken as part of the Graduate Certificate in Business Analytics can be applied toward the Mason MBA, MS in Business Analytics, or MS in Management degrees upon acceptance into the degree program. To see which certificate courses apply to the degree program, visit the Costello College of Business (<https://catalog.gmu.edu/colleges-schools/business/>) website.

*Students earning a C in a certificate course should refer to catalog policy AP.6.6 (<https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-6>) for details on the impact of unsatisfactory passing grades on academic standing.

Non-MBA students enroll in GBUS courses while MBA students enroll in MBA courses.

The Graduate Certificate in Business Analytics operates on an 8-week module structure and can be pursued in an in-person or online format.

To verify if this certificate currently qualifies for Title IV Federal Financial Aid please visit the unit website (<https://www.gmu.edu/financial-aid-parent/eligibility/eligible-certificate-programs/>).

Graduate level courses offered by the Costello College of Business cannot be audited.

Requirements

Certificate Requirements

Total credits: 12

This certificate may be pursued on a full-or part-time basis.

Required Course

| Code | Title | Credits |
|----------------------|------------------------------------|----------|
| MBA 738 | Data Mining for Business Analytics | 3 |
| or GBUS 738 | Data Mining for Business Analytics | |
| Total Credits | | 3 |

Electives

| Code | Title | Credits |
|--|---|----------|
| Select three courses from the following: | | 9 |
| MBA 720 | Marketing Analytics | |
| or GBUS 720 | Marketing Analytics | |
| MBA 721 | Marketing Research | |
| or GBUS 721 | Marketing Research | |
| MBA 739 | Advanced Data Mining for Business Analytics | |
| or GBUS 739 | Advanced Data Mining for Business Analytics | |
| MBA 740 | People Analytics | |
| or GBUS 740 | People Analytics | |
| MBA 744 | Fraud Examination | |
| or GBUS 744 | Fraud Examination | |
| Total Credits | | 9 |

Admissions & Policies

Admissions

Full eligibility and admission requirements can be viewed on the program website.

Policies

Students may use the credits completed as part of their graduate degree requirements in accordance with program requirements and AP.6 Graduate Policies (<https://catalog.gmu.edu/policies/academic/graduate-policies/>). The time limit for completion is six years from the date of admission to the graduate certificate. Students must have a minimum GPA of 3.00 to complete the certificate.

All students registering for Costello College of Business graduate courses must have graduate standing. Non-degree student status is not available.