

BUSINESS ANALYTICS GRADUATE CERTIFICATE

Banner Code: BU-CERG-BUSA

Graduate Program Office

Phone: 703-993-2136
Email: mba@gmu.edu

MBA 721	Marketing Research
MBA 744	Fraud Examination
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Total Credits	9

Administration

- Victoria Grady, Academic Director, MBA and MS in Management Programs

Business analytics graduate certificate 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.

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

Admissions & Policies

Admissions

Eligibility Requirements

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

Full eligibility and admission requirements can be viewed at on the program website (<http://business.gmu.edu/mba-programs/analytics>).

Policies

Students may use the credits completed as part of their graduate degree requirements in accordance with program requirements and AP.6 Graduate Policies. A maximum of 3 graduate credits taken at another institution can be transferred to the graduate certificate. The time limit for completion is four years from the date of admission to the graduate certificate. Students must have a minimum GPA of 3.00 to complete the certificate.

Requirements

Certificate Requirements

Total credits: 12

Required Course

MBA 738	Data Mining for Business Analytics	3
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Total Credits		3

Electives

Select three courses from the following: 9

MBA 720	Marketing Analytics
MBA 739	Advanced Data Mining for Business Analytics