BUSINESS ANALYTICS GRADUATE CERTIFICATE

Banner Code: BU-CERG-BUSA

Graduate Program Office
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Administration

• Ioannis Bellos, Director, MBA Program

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 B or better) taken as part of the Graduate Certificate in Business Analytics can be applied toward the Mason MBA upon acceptance into the degree program.

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 either as face-to-face or online format.

This certificate qualifies for Title IV Federal Financial Aid.

Requirements

Certificate Requirements
Total credits: 12

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

Required Course

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA 738 or GBUS 738</td>
<td>Data Mining for Business Analytics</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 3

Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select three courses from the following:</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>MBA 720 or GBUS 720</td>
<td>Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>MBA 721 or GBUS 721</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>MBA 739 or GBUS 739</td>
<td>Advanced Data Mining for Business Analytics</td>
<td></td>
</tr>
<tr>
<td>MBA 740 or GBUS 740</td>
<td>People Analytics</td>
<td></td>
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<tr>
<td>MBA 744 or GBUS 744</td>
<td>Fraud Examination</td>
<td></td>
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</table>

Total Credits 9

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 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 AP6 Graduate Policies (http://catalog.gmu.edu/policies/academic/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 six years from the date of admission to the graduate certificate. Students must have a minimum GPA of 3.00 to complete the certificate.

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