GRADUATE CERTIFICATE IN BUSINESS ANALYTICS

Student Learning Outcomes

Students graduating from this program will:

• 1. Assess the ethical considerations of business analytics applications, models, and processes.
• 2. Choose the best application and modeling approach to solve a given business analytics problem.
• 3. Conduct data analyses for descriptive, predictive, and prescriptive purposes using common business analytics models and algorithms.
• 4. Interpret the results of data analyses and communicate those results to stakeholders.

Applicants to the Graduate Certificate in Business Analytics (G.C.B.A.) program are considered for admission based on their undergraduate cumulative grade point averages, resumes, goal statements, and other criteria established by the faculty. Some candidates may be eligible for admission without the GMAT exam. For current admission requirements visit the program website (https://bloch.umkc.edu/graduate-program/certificate-business-analytics/).

Students in the certificate program will complete 12-credit hours across four courses; there are two required courses, and two are electives. We will offer the certificate to degree and non-degree students. For degree students, we will make the certificate available to anyone enrolled in a Bloch master’s degree program, including:

• Professional Master of Business Administration (PMBA)
• Executive Master of Business Administration (EMBA)
• Master of Public Administration (MPA)
• Master of Science in Accountancy (MSA)
• Master of Science in Entrepreneurial Real Estate (MSERE)
• Master of Science in Finance (MSF)

Certificate students take the first core course as part of their degree program. For non-degree certificate students, they will take MIS 5507 – Business Analytics and Statistics.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 5507</td>
<td>Business Analytics and Statistics (PMBA and Non-Degree Students)</td>
<td>3</td>
</tr>
<tr>
<td>DSOM 5509</td>
<td>Business Analytics for Strategic Decision Making (EMBA Students)</td>
<td></td>
</tr>
<tr>
<td>PUB-ADM 5510</td>
<td>Research Methods in Public Administration (MPA Students)</td>
<td></td>
</tr>
<tr>
<td>ACCTNG 5568</td>
<td>Data Analytics for Accounting (MSA Students)</td>
<td></td>
</tr>
<tr>
<td>RL-EST 5573</td>
<td>Real Estate Feasibility and Market Analysis (MSERE Students)</td>
<td></td>
</tr>
<tr>
<td>FIN 5560</td>
<td>Financial Modeling (MSF Students)</td>
<td></td>
</tr>
</tbody>
</table>

Additional Required Coursework:

MIS 5557 Data Management and Data Mining for Business Analytics

Elective Coursework (choose two of the following):

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSOM 5558</td>
<td>Data Visualization</td>
<td></td>
</tr>
<tr>
<td>HLTH-ADM 5578</td>
<td>Data Analysis for Health Care Managers (MPA Students)</td>
<td></td>
</tr>
<tr>
<td>MIS 5559</td>
<td>Data Wrangling</td>
<td></td>
</tr>
<tr>
<td>MKT 5562</td>
<td>Marketing Research &amp; Data Analysis</td>
<td></td>
</tr>
<tr>
<td>MKT 5566</td>
<td>Customer Data Analytics</td>
<td></td>
</tr>
<tr>
<td>PUB-ADM 5544</td>
<td>Program Evaluation ((MPA Students)</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 12

A UMKC graduate program alumnus may transfer up to one three credit-hour course to satisfy one elective course requirement, subject to the approval of the Program Director or designee.