

GRADUATE CERTIFICATE IN BUSINESS ANALYTICS

Student Learning Outcomes

Students graduating from this program will:

- 1. Select an appropriate predictive model to solve a given business analytics problem.
- 2. Conduct data analyses for descriptive, predictive, and prescriptive purposes using common business analytics models and algorithms.
- 3. Interpret the results of data analyses and communicate those results to stakeholders using analytical models and visualizations.
- 4. Develop data cleaning, pre-processing, and standardization methods for performing data analyses.
- 5. Formulate data queries to summarize, aggregate, and create data tables.

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*.

Code	Title	Credits
Select one of the following courses based on degree plan:		3
MIS 5507	Business Analytics and Statistics (PMBA and Non-Degree Students)	
DSOM 5509	Business Analytics Residency (EMBA Students)	
PUB-ADM 5510	Research Methods in Public Administration (MPA Students)	
ACCTNG 5568	Data Analytics for Accounting (MSA Students)	
RL-EST 5573	Real Estate Feasibility and Market Analysis (MSERE Students)	
FIN 5560	Financial Modeling (MSF Students)	
Additional Required Coursework:		3
MIS 5557	Data Management and Data Mining for Business Analytics	
Select Two From the Options Below:		6
DSOM 5558	Data Visualization	
HLTH-ADM 5578	Data Analysis for Health Care Managers (MPA Students)	
MIS 5559	Data Wrangling	
MKT 5562	Marketing Research and Analytics	
MKT 5566	Predictive Analytics Using R	
PUB-ADM 5544	Program Evaluation (MPA Students)	
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.