

# Graduate Certificate: Business Analytics

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FOX SCHOOL OF BUSINESS AND MANAGEMENT

Learn more about the graduate certificate in Business Analytics.

## About the Certificate

The graduate certificate in Business Analytics, offered by the Department of Statistics, Operations and Data Science in the Fox School, fosters deep analytical skills needed to use analysis of big data to make effective decisions. Students learn to understand descriptive, predictive and prescriptive analytics; recognize when each is appropriate; and understand the fundamental methods and techniques used in each method. They are also prepared to:

- understand applications, assumptions and limitations of business-analytic models and techniques,
- develop expertise in the use and application of analytical tools and software,
- obtain information and insight from datasets of varying complexity, and
- effectively communicate insights and results of analyses in relevant managerial terms.

**Full-Time/Part-Time Status:** The graduate certificate can be completed on a part-time basis. NOTE: International students may not be eligible to apply for a student visa based on admission to the certificate program. Please contact the Fox School's admissions advisor for more information.

## Admission Requirements and Deadlines

### Application Deadline:

*Fall:*

- December 15 – Early Admissions Deadline
- June 30 – Final Deadline

*Spring:*

- August 1 – Early Admissions Deadline
- November 1 – Final Deadline

Applications are reviewed as they are received and will be considered after the deadline.

APPLY ONLINE to this Fox graduate program.

**Bachelor's Degree:** A baccalaureate degree from an accredited university or college is required. Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree in a country where the language of instruction is English, must report scores for a standardized test of English.

**Statement of Goals:** In 250 words or less, describe your goals and motivations for pursuing this certificate program.

**Resume:** Current resume or CV is required.

## Certificate Requirements

*Number of Credits Required to Complete the Certificate: 12*

*Required Courses:*

Code	Title	Credit Hours
<b>Core Courses</b>		
STAT 5001	Quantitative Methods for Business	3
STAT 5602	Visualization: The Art of Numbers and the Psychology of Persuasion	3
<b>Electives</b>		
Select two from the following:		6
STAT 5603	Statistical Learning and Data Mining	
STAT 5604	Experiments: Knowledge by Design	
STAT 5605	Decision Models: From Data to Decisions	

STAT 5606	Data: Care, Feeding, and Cleaning in Python
STAT 5607	Advanced Business Analytics

**Total Credit Hours**

**12**

**GPA Required to be Awarded the Certificate:** 3.0 minimum

## **Contacts**

### **Certificate Program Web Address:**

<https://www.temple.edu/academics/degree-programs/business-analytics-certificate-graduate-bu-busa-grad>

### **Department Information:**

Fox School of Business and Management  
329 Speakman Hall  
1810 N. 13th Street  
Philadelphia, PA 19122  
foxinfo@temple.edu  
215-204-5890  
215-204-7678  
Fax: 215-204-1632

### **Submission Address for Application Materials:**

<https://apply.temple.edu/FOX/Account/Login>

### **Department Contacts:**

*Academic Director:*

Yiwei Chen

Assistant Professor

yiwei.chen@temple.edu

*Course Registration:*

Rachel Carr

Senior Associate Director for Specialized Master's Programs

rcarr@temple.edu

215-204-0574