

BUSINESS AND MANAGERIAL ANALYTICS CERTIFICATE

A 15-credit program

Core Requirements

9 credits from:

MBA 6100

Business Analytics
3 credits

—or—

MSCS 6520

Business Analytics
3 credits

MSCS 6510

Business Intelligence
3 credits

MSCS 6931

Topics in MSCS:
Ethical and Social
Implications of Big Data
3 credits

Electives

6 credits from:

MARK 6130

Customer Relationship
Management
3 credits

MARK 6160

Marketing Research
3 credits

MARK 6165

Marketing Analytics
3 credits

ECON 6560

Applied Econometrics
3 credits

ECON 6561

Applied Time-Series
Econometrics and
Forecasting
3 credits

The Business and Managerial Analytics certificate may be a stand-alone certificate or combined with a master's degree.

The certificate will supplement the student's business expertise with a knowledge of business and managerial data analysis to leverage organizational data in business decision making and risk reduction.

Program Learning Outcomes:

- Ability to solve applied business problems
- Model building (programming and non-programming)
- Exposure to real (messy) data
- Group management skills
- Project management skills
- Communication skills

Students can combine the certificate with a master's degree in applied economics, the MBA program, or other master's degrees at Marquette University.

Students interested in an additional program will need to meet the degree admission requirements and apply for admission to that program at marquette.edu/gsm.



MARQUETTE
UNIVERSITY

Graduate School of Management

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS IN THE WORLD
THE BEST ACCOUNTING PROGRAM IN THE WORLD

Prerequisites for Admission

Students need to meet the admission requirements of the Graduate School of Management (GSM) and have completed the equivalent of Information Technology Management, Mathematics and Statistics Foundations. No programming experience is required. Business experience is ideal, but not required, so that students can leverage their experiences in their learning of new concepts and applications.

Application Process

Applications are submitted to the Graduate School of Management.

- A completed online application form and fee
- Official transcripts from all current and previous colleges except Marquette
- Official test scores from the Graduate Management Admission Test (GMAT) [Institutional Code 1448], or Graduate Records Exam (GRE) [Institutional Code 5786]
- Applicants may request a waiver of the GMAT/GRE exam requirement if they have less than three years of business experience and have 3.5 or higher QPA with proof of quantitative coverage. For those with three or more years of experience, the QPA requirement is 3.25 or higher. Degree must be from an AACSB-accredited school, Engineering Accredited Commission of ABET school or Department of Education approved Regional Accrediting Body with proof of quantitative coverage.
- International students should have an adequate command of both written and spoken English usually evidenced by an acceptable TOEFL score.
- Essay questions on the application form
- Resume or job profile
- Two letters of recommendation are optional
- Applications are reviewed on a rolling basis

Additional information on the application process is posted to the Graduate School of Management's web site at marquette.edu/gsm.

Students may use these credits toward both this certificate and another Graduate School of Management degree program pending a) admission to a degree program and b) the grade of B or higher.

For more information please contact:

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