

# BUSINESS AND MANAGERIAL ANALYTICS CERTIFICATE

A 15-credit program

## Core Requirements

9 credits from:

### MBA 6100

Business Analytics  
3 credits

—or—

### COSC 6520

Business Analytics  
3 credits

### COSC 6510

Business Intelligence  
3 credits

### COSC 5820

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

### ACCO 5060/6060

Accounting Analytics  
3 credits

### ACCO 6535

Fraud Examination  
and Analytics  
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 only if admitted to both the certificate program and the master's degree at the same time. Students must be admitted to the certificate program at the time the relevant courses are taken.

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](http://marquette.edu/gsm).



**MARQUETTE**  
UNIVERSITY

Graduate School of Management

ACCREDITED



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THE BEST ACCOUNTING PROGRAMS IN THE WORLD

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