

# BUSINESS ANALYTICS GRADUATE CERTIFICATE

**Banner Code:** BU-CERG-BUSA

## Graduate Program Office

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## Administration

- Ioannis Bellos, Academic Director

The Graduate Certificate in Business Analytics will help analysts and professionals from diverse domains to effectively analyze data through the hands-on use of decision modeling and other techniques using popular software tools. The program covers a wide array of methodologies and techniques – from data collection, organization, reporting and mining to extraction of useful and actionable information for decision makers.

Courses (grades of C\* or better) taken as part of the Graduate Certificate in Business Analytics can be applied toward the Mason MBA or MS in Business Analytics degree upon acceptance into the degree program. To see which certificate courses apply to the degree programs, visit the School of Business website (<https://business.gmu.edu/programs/graduate-certificates/>).

\*Students earning a C in a certificate course should refer to catalog policy AP.6.6 (<https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-6>) for details on the impact of unsatisfactory passing grades on academic standing.

Non-MBA students enroll in GBUS courses while MBA students enroll in MBA courses.

The Graduate Certificate in Business Analytics operates on an 8-week module structure and can be pursued either as face-to-face or online format.

To verify if this certificate currently qualifies for Title IV Federal Financial Aid please visit the unit website (<https://business.gmu.edu/programs/graduate/admissions/>).

certificate. Students must have a minimum GPA of 3.00 to complete the certificate.

Graduate level courses offered by the School of Business cannot be audited.

## Requirements

### Certificate Requirements

Total credits: 12

This certificate may be pursued on a full-or part-time basis.

#### Required Course

Code	Title	Credits
MBA 738	Data Mining for Business Analytics	3
or GBUS 738	Data Mining for Business Analytics	
Total Credits		3

#### Electives

Code	Title	Credits
Select three courses from the following:		9
MBA 720	Marketing Analytics	
or GBUS 720	Marketing Analytics	
MBA 721	Marketing Research	
or GBUS 721	Marketing Research	
MBA 739	Advanced Data Mining for Business Analytics	
or GBUS 739	Advanced Data Mining for Business Analytics	
MBA 740	People Analytics	
or GBUS 740	People Analytics	
MBA 744	Fraud Examination	
or GBUS 744	Fraud Examination	
Total Credits		9

## Admissions & Policies

### Admissions

#### Eligibility Requirements

All students registering for School of Business graduate courses must have graduate standing. Non-degree student status is not available.

Full eligibility and admission requirements can be viewed on the program website (<http://business.gmu.edu/mba-programs/analytics/>).

### Policies

Students may use the credits completed as part of their graduate degree requirements in accordance with program requirements and AP.6 Graduate Policies (<http://catalog.gmu.edu/policies/academic/graduate-policies/>). A maximum of 3 graduate credits taken at another institution can be transferred to the graduate certificate. The time limit for completion is six years from the date of admission to the graduate