



## Graduate Certificate in Analytics for Managers Required and Elective Courses

The Analytics for Managers Graduate Certificate provides students with the knowledge and expertise to become data-savvy managers who can effectively communicate complex business problems and data-driven decisions to the management and general business audiences. This program is designed for business professionals who want to augment their managerial expertise with a quantitative skill set. Along with fundamental concepts in data-driven decision making, effective communication, and visualization of those decisions; the program allows students to choose between general business analytics or specialize in a specific analytics area such as Accounting, Marketing, or Human Resources. Upon completion, students will be conversant in utilizing appropriate tools and techniques for presenting what happened, analyzing how and why it happened, predicting future trends, and prescribing future strategies.

The Graduate Certificate in Analytics for Managers will be awarded upon successful completion of the 9-credit curriculum below.\* The courses are not listed in sequential order. All course work should be completed within three years of starting the certificate program. Students should e-mail questions to [ManagementHelp@psu.edu](mailto:ManagementHelp@psu.edu).

6-Credit Required Curriculum			
Course #	Course Title	Typically Offered	Sem/Grade
BUSAD 801	Statistical Analysis for Managerial Decision Making	Fall & Spring	
DAAN 871	Data Visualization	Spring Online All Sem.	
3-Credit Elective Curriculum (See Below)			
Course #	Course Title	Sem/Grade	

### Program Electives

3-Credit Electives (Choose 1 course from the following list)	
Course #	Course Title
ACCTG 804	Data Analytics in the Accounting Profession
BAN 840	Predictive Analytics for Business
BUSAD 843	People Analytics
MKTG 811	Driving Business Success with Marketing Analytics

**Note:** Students must maintain a minimum grade point average of 3.0 (B) throughout the program. Courses may be applied to Great Valley Master's programs if admitted as a degree-seeking student. If degree-seeking, you must formally apply for degree admission: completing this certificate does not guarantee admission to the [degree program](#). \*To be awarded the graduate certificate, students must successfully complete 9 credits of course work. Students must complete each course with a grade of C or better, and an overall grade-point average of 3.0 in the certificate courses.

**Questions & Advising** - Students should contact their assigned faculty advisors with any questions or for advice on course selection. After successfully completing the required course work, please submit a Graduate Certificate Completion Form at <http://greatvalley.psu.edu/form/graduate-certificate-completion-form>.