

ONLINE BUSINESS ANALYTICS FOUNDATIONS CERTIFICATE

Program Description

The purpose of this graduate certificate is to train students in the foundations of business analytics, including mathematical courses in probability, statistics and linear algebra and programming courses in R and Python. Students will learn state-of-the-art in business analytics: what companies have used business analytics for competitive advantage and how they have done it. Students will learn business acumen and how the field of analytics fits within the context of business. Graduates will be prepared to apply foundation-level mathematical and computing techniques in business settings and to continue more advanced graduate studies in business analytics.

The target audience is students who have completed an undergraduate degree and who are seeking a short-term credential in the field of business analytics; including working professionals. Business analytics and data science include skills that are in-demand and are highly coveted by organizations within the Commonwealth of Virginia, the nation, and the world.

Academic Calendar

To view specific dates for the current Academic Calendar, please refer to the current calendar dates on the University Registrar's webpage (<https://www.wm.edu/offices/registrar/calendarsandexams/schoolofbusiness/#omsba>).

Format

Completion Time - under 2 or 3 semesters

Credits required for Certificate - 12

Students are required to have a computer to support the software requirements of the program in addition to internet access and a webcam.

Fact Sheet/Tuition

The Certificate is a part-time program comprising 12 credits which can be completed in under two or three semesters. Classes are asynchronous and are accessible by web or mobile application. The Certificate can provide a point of entry to the Online Master of Science in Business Analytics program.

Admissions Requirements

The Online Business Analytics Foundations Certificate is designed to be an opportunity for anyone interested in pursuing an analytics career, at any professional level, to move into this dynamic field. To be considered for admission to the Online Certificate Programs, applicants must submit a completed online programs application, a 300-word personal statement, professional resume, and an undergrad transcript with numeric GPA. International applicants and those with a transcript from an international university may also need to submit a transcript evaluation and/or an English proficiency examination score as a part of their application.

All students admitted to graduate programs at the Raymond A. Mason School of Business must have a conferred bachelor's degree from an accredited institution prior to matriculation.

For more information, please contact an Admissions Advisor at 877-212-7180 or visit the Online Program Admissions (<https://online.mason.wm.edu/msba/business-analytics-certificate>) website.

Online Business Analytics Foundations Certificate Tuition & Fees

Please visit the W&M Student Accounts website (https://www.wm.edu/offices/financialoperations/sa/online_programs/) for information about Online Certificate tuition and fees.

Credits Required for Online Business Analytics Foundations Certificate - 12

Completion Time - under 2 to 3 Semesters

Required prerequisites must be completed prior to the registration for specific courses as noted in the course descriptions. There are no exceptions to this requirement.

Code	Title	Hours
BUAD 512A	Prob & Stats with R	4
BUAD 512B	Business Modeling with Python	4
BUAD 5112	Comp through Bus Analytics	4
Total Hours		12