The Graduate Business Analytics Certificate is designed to provide specific theories, competencies, and skills necessary for success in the field of Business Analytics. This certificate will examine a number of methodologies and tools important to the discipline such as Information Systems Concepts, Database Management, Statistics, IT Architecture, Data Relationship Management, Customer Relationship Management, Analytic Programming and Statistical Business Analytics. Courses in this certificate can be used to help prepare for Oracle and SAS industry certifications.

**CERT/G-BA 001 Requirements**

The Graduate Business Analytics Certificate requires a minimum of 18 credits, which may come from a combination of required and elective courses.

- **BSA550 Customer Relationship Management**
  This course provides a foundational workshop on customer relationship management (CRM), which is a major component of organizational business intelligence (BI). This course will help you prepare to take the Oracle Business Intelligence Applications 7 for CRM Essentials certification (1Z0-524). This certification identifies professionals skilled in implementing solutions based on Oracle Business Intelligence Applications for CRM source systems. The certification covers such topics as Oracle BI applications and business intelligence, BI architecture, security, data warehouse, project planning and deployment, and Siebel CRM. (3 credits)

- **BSA530 IT Architecture**
  This course focuses on IT architecture solutions for a business environment, with a specific focus on Oracle IT Architecture. Topics covered in this course include the overall reference architecture, application infrastructure, service oriented architecture, software engineering and integration, security, user interaction and management and monitoring of the solutions. (3 credits)

- **BSA540 Data Relationship Management**
  This course provides a foundational workshop on master data management (MDM) focusing on the design and implementation of a scalable, secure, and compliant MDM and data governance environment. This course will help you prepare to take the Oracle Hyperion Data Relationship Management Essentials certification (1Z1-588). The Oracle Hyperion Data Relationship Management Specialization is for individuals focused on selling and implementing a Master Data Management software solution to build consistency within master data assets. The certification covers such topics as: creating applications, working with hierarchies and nodes, defining properties, querying and comparing data, blending versions, formulas for derived properties, and managing security. (3 credits)

- **BSA570 Analytic Programming**
  This course is an introduction to analytic programming, an essential component of business analytics. Analytic programming combines statistical processes and programming to identify meaningful patterns in data as well as construct useful models. Topics include data access, data structures, data management, data functions and structures, reports and error resolution within the context of a statistical analysis framework. This course is aligned to the SAS® Base Programmer Certification. (3 credits)

- **BSA580 Statistical Business Analytics**
  (3 credits)

- **CIS568 Information Systems Concepts**
  This course introduces the fundamentals of computer systems and the role of information processing in today's business environment. An overview is presented of information systems, systems development, operating systems and programming, database management, networking and telecommunications, and the Internet. In addition, a management perspective is given for each of the areas. (3 credits)

- **DBM502 Database Management**
  The course focuses on database management systems from a managerial perspective. Emphasis is placed on developing a strategy for managing and organizing corporate data, including data warehousing, to support the business activities of the organization. (3 credits)

For more information about this program, including important consumer disclosures, please visit [http://www.phoenix.edu/content/altcloud/en/programs/ge/default/cert-g-ba.html](http://www.phoenix.edu/content/altcloud/en/programs/ge/default/cert-g-ba.html).
**MTH540 Statistics**
This course surveys descriptive and inferential statistics with emphasis on practical applications of statistical analysis. The principles of collecting, analyzing, and interpreting data are covered in this course. It examines the role of statistical analysis, terminology, the appropriate use of techniques, and interpretation of statistical findings through the applications and functions of statistical methods. (3 credits)