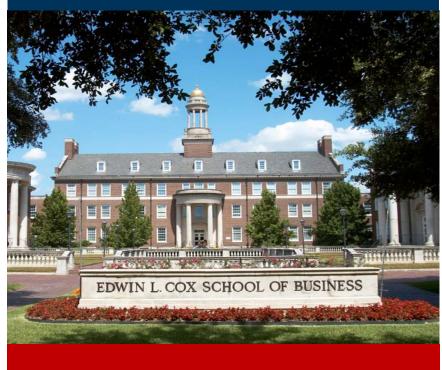# Graduate Business Analytics Certificate Program

2018 Spring Session

January 13, 2017 - May 5, 2017

www.smu.edu/cox/gbacp

The GBAC Program is open to working professionals who have completed a four-year college degree. Exceptions are made on an individual basis for those who have relevant and significant work experience. The program is taught in a lab environment and enrollment is limited to ensure participants ample opportunity to interact with Cox faculty and build networking relationships with other participants.

Register online:
www.smu.edu/cox/gbacp

Contact:
Tracy Zygmontowicz, Program Coordinator
214-768-1246   Email: tracy@smu.edu

Spring Program Details

January 13 – May 5, 2018
9 am – 12 pm
Saturday Mornings
Cox School of Business
SMU Main Campus

GBACP Full Program Tuition: $4600
GBACP Discounted Tuition Fee: $4300 *
($100 Non-Refundable Registration Fee Included in above prices)

Early Registration Due Date: November 4, 2017
Tuition Payment Due Date: December 9, 2017

**To Qualify for Discounted Tuition:

- Early Registration: Register, pay the $100 Non-Refundable Registration Fee on or before the early registration deadline and pay the full discounted tuition of $4200 by payment deadline date.

- Multiple Company Personnel: Register three or more participants from one organization, pay the $100 Non-Refundable Registration fee, and pay the full discounted tuition of $4200 by payment deadline date.

Who Should Attend

The program is valuable for anyone who needs to analyze business data using such analytical decision tools as statistics, discrete optimization, simulation, database manipulation, data mining and knowledge management.

- Corporate Executives
- Finance Managers
- Operations Managers
- Sales Managers

- Business Analysts
- Marketing Research Analysts
- Finance Managers
- Small Business Owners

Corporate Participants

- Verizon
- Baylor Healthcare System
- Texas Instruments
- TXU
- Citigroup
- Time Warner Cable
- 7-Eleven, Inc.
- JCPenney Company
- Bank of America
- Blue Cross Blue Shield of TX

- Sabre Inc.
- Fujitsu America
- Hilton
- Capital One
- Hotels.com
- Texans Credit Union
- AT&T
- Andrews Distributing Co.
- Dr. Pepper / Snapple
- Bell Helicopter

Faculty

The Cox School is ranked among the top 30 business schools in the world for faculty research in economics, finance, information systems, marketing and strategy, according to a recent study by Academic Assessment Services. The Graduate Business Analytics Certificate Program is taught primarily by full time faculty in the Information Technology and Operations Management Department (ITOM).

Ellen Allen, PhD - Linear Programming

Amit Basu, PhD - Data Mining

Sree Bhaskaran, PhD - Project Management

Michael Davis, PhD Business Forecasting

Amy Puelz, PhD - Regression Models, Decision Analysis

Stewart Rogers, PhD - Database Management

Ulrike Schultze, PhD - Balanced Scorecard, Web and Social Media Analytics

John Semple, PhD - Statistics, Simulation Models, Revenue Management

Bryan Smith, MEM - Exploratory Analysis, Database Management

Hettie Tabor, MBA - Visualization

Overview

The Graduate Business Analytics Certificate Program at the Cox School of Business is designed to help you transform the terabytes of data that bombard your organization into business intelligence you can use to drive efficiency, maximize your technology investment and strengthen your customer relationships. In a knowledge-intensive economy, success depends on your company's ability to exploit its available knowledge resources and you can gain those skills with this business analytics certification.

The program enables business managers and business analysts to understand how information can be accessed from corporate databases and data warehouses, and how models can be built for a broad variety of decision problems. The modeling techniques that are covered in the program range from traditional statistical models and optimization models to new techniques such as data mining and OLAP. The program also covers ways in which these ideas are leveraged in corporate software systems such as KM and ERP systems.

This non-degree certificate program, designed for business managers and analysts, provides an in-depth look at how you can access information from corporate databases and data warehouses. You will learn how to build a broad range of models for decision-making. You will explore how data modeling—from traditional statistical and optimization models to data mining, online analytical processing and other new techniques—can support better business decisions.

Curriculum