



**THUNDERBIRD**  
GLOBAL EXECUTIVE EDUCATION

Powered by the Arizona State University Enterprise

# Business Analytics Certificate



## Overview

Understand the evolution of business intelligence (BI) and how it applies to emerging business issues. This three-course online executive certificate program, delivered in partnership with Arizona State University's W. P. Carey School of Business, gives you the confidence and added expertise to overcome challenges in your current role or advance in your career by specializing in data management.

The role of data analytics across organizations and industries is expanding: 85 percent of Fortune 500 companies have Big Data initiatives underway or in the planning stages. That means career opportunities and job growth for data analysts are booming and will remain strong for the foreseeable future. Empower and equip yourself to elevate and enhance the management practices of a global organization by earning Thunderbird's Executive Certificate in Business Analytics.

Earn an Executive Certificate in Business Analytics by completing all three courses: Data Mining and Predictive Analytics, Business Analytics and Strategy, and Enterprise Analytics and Big Data.



Online



On Demand

5

Weeks

8+

Modules

Thunderbird School of Global Management  
**#1 in the world for international trade**   
ASU ahead of Cambridge, Stanford and Harvard  
— QS International Trade Rankings, 2023

**#1 in the U.S. for innovation**  
ASU ahead of MIT and Stanford  
— U.S. News & World Report, 8 years, 2016–2023



## Learning outcomes

- Interpret and leverage the data within your organization to uncover trends, build predictive analysis models and get closer to the customer to increase profitability
- Learn how firms compete with data analytics
- Discover how to derive value from data, lead data-driven analyses and create a business advantage

## Curriculum

### Data Mining and Predictive Analytics

Develop a practical, business-focused understanding of the three different orientations to data mining: exploratory, predictive and forensic. Establish an operational (hands-on) understanding of data-driven decision making. Understand the drivers and determinants of disruptive innovation and how best to leverage data mining.

### Business Analytics and Strategy

Define and analyze transformation processes available for producing and delivering products and services. Evaluate three of the most common methods of forecasting and choose which strategy is best, given market conditions. Calculate the capacity/resource requirements and the resulting time to deliver a product/service for given demand levels and uncertainties. Explain why inventory exists and determine appropriate inventory management policies.

### Enterprise Analytics and Big Data

Practice evidence-based management Implement programs to ensure data quality. Present data in a manner that is understandable to non-technical managers. Build and query relational databases; Build and query dimensional databases. Implement programs to ensure data quality.

## Modules

### Data Mining and Predictive Analytics

**Duration:** 5 weeks | \$990

**Module 1:** Data Mining Overview

**Module 2:** Data Mining with Traditional Tools and Technologies

**Module 3:** Data Mining with Big Data and Advanced Analytics

**Module 4:** Bringing World-Class Data Mining to Your Organization

### Business Analytics and Strategy

**Duration:** 5 weeks | \$990

**Module 1:** Business Intelligence Overview

**Module 2:** Real Time Business Intelligence

**Module 3:** Data Mining Concepts

**Module 4:** Customer Relationship Management & Analytics

### Enterprise Analytics and Big Data

**Duration:** 5 weeks | \$990

**Module 1:** Management Information Systems and Data Quality

**Module 2:** Relational and Dimensional Data Models

**Module 3:** Self-Service Business Intelligence

**Module 4:** Key Performance Indicators and Big Data

**Contact us:**

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APPLY NOW

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