

New business analytics certificate expands big data education programs at OU

Every day more and more companies are leveraging the benefits of business analytics to improve customer service, enhance operational performance, identify new business markets and drive revenue growth. The industry is flourishing, and *Forbes* reports the market is expected to nearly double by 2020.

To address that demand, the Oakland University School of Business Administration now offers a full complement of business analytics programs to meet a variety of educational and career needs.

The newest addition is Oakland's Graduate Certificate in Business Analytics. This five-course program is ideal for working professionals from any discipline to gain knowledge in this growing field. The program is available beginning in the fall of 2017 and students can apply online now at oakland.edu/applynow.

"Business analytics is moving beyond the scope of IT professionals," said Vijayan Sugumaran, professor of Management Information Systems and chair of the Decision and Information Sciences Department at Oakland University. "Employers are increasingly seeking professionals across disciplines who can harness data to solve business problems."

Employers agree that finding people who have the requisite blend of quantitative computing and business domain knowledge and skills for business analytics is a challenge. From automotive and financial services to marketing, human resources and education, career opportunities abound for those who understand how to leverage the power of data to improve business processes.

"Oakland's Graduate Certificate in Business Analytics is perfect for someone seeking specific knowledge in analytics to enhance their performance or career prospects without committing to a full master's degree program," Sugumaran said.

The need for business analytics education includes, but also goes beyond, the IT profession. Recognizing this, the Oakland School of Business Administration offers a suite of programs to meet the varied interests of those seeking to expand their skills and knowledge in the area.

OU's complete suite of business analytics programs includes:

- Graduate Certificate in Business Analytics
- MBA with a business analytics concentration
- Master of Science in IT Management with a business analytics concentration
- Business analytics minor for Oakland undergraduate students in any major
- Business analytics specialization for Oakland MIS students.

For more information about the Business Analytics Graduate Certificate, visit oakland.edu/business/graduate-executive-programs/business-analytics-graduate-certificate.

To learn more about OU's Business Analytics programs, visit oakland.edu/business/undergraduate-majors-minors/business-analytics



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