



The Beedie School of Business offers its major and joint major undergraduate students the opportunity to pursue a Business Analytics and Decision Making Certificate, which is earned by taking three courses in Data and Statistics and five upper level courses across three concentrations: Management of Information Systems, Marketing, and Operations Management. In addition, a ninth capstone course, designed for the certificate, is being offered, where students will apply their knowledge to a real world project by working with an analytics group in a local company under the guidance of an instructor.

Students will improve their decision-making knowledge by taking a set of interrelated courses from different concentrations. The certificate is offered in response to the explosive growth in the use of sophisticated methods and large data sets in business decisions. This growth is being driven by the dramatic improvement in competitiveness and profitability that these methods provide companies. The certificate is guided by an advisory board of industry professionals to ensure relevance in this new and fast- evolving field.

Certificate Requirements*

Students must complete a minimum of 31 units as follows*:

Data and Statistics

- BUEC 232-4 Data and Decisions I
- BUS 336-4 Data and Decisions II
- BUS 362-4 Business Process Analysis and System Design

Analytics

- BUS 345-4 Marketing Research
- BUS 437-3 Decision Analysis in Business
- BUS 445-3 Customer Analytics
- BUS 462-3 Business Intelligence
- BUS 464-3 Data Management and IS Audit

Capstone

- BUS 439-3 Advanced Decision Making**

It is suggested that courses be completed in the order listed.

** The purpose of the capstone course is to provide a structured environment for the completion of a major decision making project. Students will be required to work together in small teams on projects within the business community. Class time will be split between consulting practices material and small group sessions with the instructor to address specific challenges arising in the project



Certificate in Business Analytics and Decision Making Requirements for Fall 2014 – Summer 2015

The Certificate in Business Analytics and Decision Making (BADM) provides undergraduate Business Major and Business Joint Major students with the opportunity to acquire training in business analytics and decision-making: business understanding in asking the right questions, data management (databases and warehouses), familiarity with statistical and computational methods, real world experience, and a network of local analytics professionals.

This certificate is earned through the successful completion of nine courses across three Business concentrations, and a capstone industry project.

Certificate Course Requirements

Students complete a minimum of 31 units as follows:

Requirement Met:

- | | | |
|--------------------------|------------|-------------------------------|
| <input type="checkbox"/> | BUEC 232-4 | Data and Decisions I |
| <input type="checkbox"/> | BUS 336-4 | Data and Decisions II |
| <input type="checkbox"/> | BUS 345-4 | Marketing Research |
| <input type="checkbox"/> | BUS 362-4 | Business Process Analysis |
| <input type="checkbox"/> | BUS 437-3 | Decision Analysis in Business |
| <input type="checkbox"/> | BUS 439-3 | Advanced Decision Making |
| <input type="checkbox"/> | BUS 445-3 | Customer Analytics |
| <input type="checkbox"/> | BUS 462-3 | Business Intelligence |
| <input type="checkbox"/> | BUS 464-3 | Data Management and IS Audit |

This certificate may be declared through the
Declaration of Certificate Webform:
Beedie.sfu.ca/bba/office/certificate.php

Name _____

Student Number _____

Date _____

Responsibility: The ultimate responsibility rests with the student for completeness and correctness of course selection, for compliance with and completion of program and degree requirements, and for the observance of regulations and deadlines. Faculty advisors and staff are available to give advice and guidance, but it is the responsibility of the student to be familiar with the information in the University calendar.