



Certificate in Business Analytics and Decision Making (BADM) Requirements for Fall 2016 - Summer 2017

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. This certificate may be declared through the Declaration of Certificate Webform:

beedie.sfu.ca/bba/office/certificate.php

Requirement Met

Certificate Course Requirements

Students must maintain a minimum GPA of 2.00 calculated on all courses that are completed at Simon Fraser University and applied to the certificate.

Students complete a minimum of 30 units as follows:

Complete all of:

- BUS 336-4 Data and Decisions II
- BUS 362-4 Business Process Analysis
- BUS 437-3 Decision Analysis in Business
- BUS-439-3 Analytics Project
- BUS 441-3 Web Analytics
- BUS 445-3 Customer Analytics
- BUS 462-3 Business Analytics
- BUS 464-3 Business Data Management

and one of:

- BUS 345-4 Marketing Research
- BUS 440-4 Simulation in Management Decision-making

*In accordance with the SFU Academic Calendar, units applied to one certificate may be applied also to major or minor programs of a bachelor's degree under the normal regulations governing those programs but may not be applied to another Simon Fraser University certificate or diploma.

Responsibility: The ultimate responsibility 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 rests with the student. 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.