

ILLINOIS STATE  
UNIVERSITY



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TO: Susan Kalter, Chairperson, Academic Senate  
FROM: Robert Quinlan, Chair, Graduate Curriculum Committee  
RE: Executive Summary – Proposal from the Department of Marketing for a New Business Analytics Graduate Certificate

The Graduate Curriculum Committee approved and is forwarding for Academic Senate review the attached proposal to add a new Business Analytics Graduate Certificate.

The Department of Marketing provided the following rationale for adding the new certificate:

“The Illinois State University College of Graduate Business Analytics Certificate Program is designed to give students the skills needed to generate actionable business insights from the ever increasing volume, variety and velocity of data available to businesses. The courses are designed to build advanced data analytic skills with application to business problems across various functional areas, such as marketing and sales, accounting, supply chain management, human resources and finance.

Business analytics uses data and statistical models to drive fact-based planning and decision- making, and there is an increasing trend in business to use analytics to create business value and competitive advantage. 58% of respondents to a MIT Sloan Management Review survey of business executives said their companies were gaining competitive value from analytics. Companies vary in widely in the sophistication of their uses of analytics. They can range from (1) basic usage of analytics for financial and supply chain management, using spreadsheets and structured data, through (2) use of analytics to guide marketing strategy and day-to-day operations enabled by data visualization and advanced statistical models, to (3) use of data integrated across the enterprise with a growing emphasis on deriving insights from unstructured data (Kiron and Shockley 2011). The target audience for the Graduate Business Analytics Certificate includes local employees seeking to advance their career and enhance their contribution to the business enterprise by improving their proficiency in data analytics, as well as MBA students seeking additional business analytics electives.”

The Business Analytics Graduate Certificate is designed for students who (1) have completed an undergraduate degree program, and (2) have had undergraduate training in business and/or have been employed at least one year in a business enterprise. The 12 credit hours of the Business Analytics certificate would count toward an MBA degree from ISU if the student later enrolled in the MBA program.

The Graduate Curriculum Committee supports the proposal to add the new Business Analytics Graduate Certificate

Attachments

jdr