The need for graduates with skills in the area of business analytics is growing rapidly across all industry sectors. Harnessing the power of big data analytics, the Analytics for Business Decision Making graduate certificate program prepares students to do data analysis specific to multi-faceted business decision making needs. It is about developing information into knowledge and converting that intelligence to action. The goal is to prepare the student to engage and be competitive across various business divisions with the ability to “tell stories” about data, which assist decision-makers in their own activities. Through in-depth data analytics courses and business analytics courses, graduates will be prepared to work in the high demand area of business intelligence in Toronto, in Canada and beyond, and learn the knowledge and skills needed to support real-world business decision making and planning through data insights, data management, and data science.

The focus will be on skills development, technical and otherwise, including analytic understanding and dissemination for various business uses. A bold mix of skills, including some programming, applied statistical comprehension and database understanding, will be explored in the context of organizational Big Data (Operational) requirements.

DELIVERY

• This full-time program is delivered in a blended format, combining face-to-face sessions with online delivery.
• You will generally meet late afternoons, evenings, and weekends. This delivery format accommodates those who wish to work while taking this program.

Program Requirements

The Analytics for Business Decision Making program is offered approximately 40% online. Students will require a laptop computer. The minimum computing requirements of the computer are:

• A PC running Windows 8 or higher with 8MB RAM and a i5 processor
• Microsoft Windows® 10 or Server 2016 +
• 64-bit versions of Windows
• Web camera and microphone
• PC Version Microsoft Office including Access (as provided by George Brown via limited Student Office 365 versions)

For students who prefer Apple/Mac environments, it is necessary to ALSO have the following:

• Bootcamp/Parallels
• A copy of Windows 10
• Microsoft Office including Access (students should have a PC version from GBC Apps Anywhere® as Mac versions sometimes do not have the same depth in capability.)

This Centre for Business program is part of our School of Management.

Watch our past recording of the online info session for the Analytics for Business Decision Making Program

PART TIME STUDY OPTIONS

Part-time study options are not available for this program but this program is delivered in a blended format to better enable students to work at the same time.

EXPERIENTIAL LEARNING

Client Project
YOUR FIELD STUDY OPTIONS

The BUS 4045 Data Project Capstone Project is a self-directed, faculty-guided research and analytics project for a client requiring support for an important business decision. You will demonstrate your ability to analyze real-world data and make meaningful business recommendations based on client feedback and interaction. This valuable work experience can, in turn, be added to your resume.

The Analytics Hub brings students, faculty, and industry together to derive actionable insights and tell stories about data from both private and public sources.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Extract, transform and load data to more efficiently support problem solving and decision making.
2. Warehouse and mine data for the purpose of business decision making.
3. Develop classification and/or predictive models using operational and marketing data in support of business decision making.
4. Determine, using a variety of business intelligence tools, the most appropriate for each business decision making scenario.
5. Effectively communicate analytics results and conclusions orally, in written reports and in formal presentations to various levels of staff and management.
6. Apply descriptive and differential statistical techniques to Big Data.
7. Analyze and interpret digital information as it relates to all aspects of an organization.
8. Apply the principles of business ethics and corporate social responsibility to the application and use of data to support business decision making.

REQUIRED COURSES

In order to graduate, you need to complete the following 13 Mandatory courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name (Mandatory)</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMP 4007</td>
<td>Computer Applications Involving Analytics</td>
<td>NONE</td>
</tr>
<tr>
<td>MARK 4005</td>
<td>Applied Business Communications</td>
<td>NONE</td>
</tr>
<tr>
<td>STAT 4001</td>
<td>Statistics I for Analytics</td>
<td>NONE</td>
</tr>
<tr>
<td>BUS 4022</td>
<td>Programming Fundamentals for Analytics</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4084</td>
<td>Digital Media Analysis</td>
<td>NONE</td>
</tr>
<tr>
<td>MGMT 4030</td>
<td>Business Research</td>
<td>NONE</td>
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</tbody>
</table>

SEMMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name (Mandatory)</th>
<th>Pre-requisite</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARK 4018</td>
<td>Data Mining &amp; Modeling</td>
<td>MARK 1027</td>
</tr>
<tr>
<td>COMP 4008</td>
<td>Advanced Computer Applications involving Analytics</td>
<td>COMP 4007</td>
</tr>
<tr>
<td>BUS 4023</td>
<td>Business, Web and Social Media Metrics and Analysis</td>
<td>STAT 4001</td>
</tr>
<tr>
<td>BUS 4024</td>
<td>Business Decision-Making Through Advanced Analytics</td>
<td>BUS 4022</td>
</tr>
<tr>
<td>MGMT 4083</td>
<td>Business Metrics</td>
<td>MGMT 4030</td>
</tr>
<tr>
<td>STAT 4003</td>
<td>Statistics II for Analytics</td>
<td>STAT 4001</td>
</tr>
<tr>
<td>BUS 4045</td>
<td>Data Project Capstone Project</td>
<td>Completion of Semester 1</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates of this program will be prepared for careers in a variety of organizations such as marketing research firms, polling firms, branding/design firms, insurance and finance firms, loyalty programs (marketing), healthcare, public sector, manufacturing and supply-chain.

Potential positions may include:

- Business Analyst
- Data Analyst
- Market Risk Analytics Officer
- Web Analytics Manager
- Decision Support Specialist
- Web Analyst
- Data Reporting Analyst

George Brown College Full-Time Programs

2020-2021
FUTURE STUDY OPTIONS

For information on future study options, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

- College Advanced Diploma (3-year) or Bachelor’s Degree or demonstrated, relevant work experience (resume and references required).

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English language proficiency test results must test at the College level in the George Brown College English assessment to be considered. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details

COURSE EXEMPTIONS

Some college and university credits may qualify you for exemptions. Please visit georgebrown.ca/transferguide for more information.

APPLY TO

Domestic students should apply through Ontario Colleges⁶
CONTACT US

INFORMATION SESSIONS
On-campus information sessions are held on a regular basis. Come and have your questions answered. Learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom. Sign up for an upcoming session.

DOMESTIC STUDENTS ADMISSIONS
For inquiries about domestic admission requirements, admission deadlines, or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS
For inquiries about international admission requirements, permits and visas, accommodations, or anything specific to international students, please contact the International Centre at International@georgebrown.ca or visit George Brown International.

Phone: (416) 415-5000 ext. 2115

FINANCIALS/FEES
For inquiries about OSAP, Bursaries, Scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

ENTRY ADVISING
For advice on the various program options and which program might be best suited for you, make an appointment to see an Entry Advisor. Please review these frequently asked questions or choose to book your appointment using the link provided.

1. Book online:
   Complete and submit the Client Intake Form
2. Book by phone:

CENTRE FOR BUSINESS
For questions regarding programs at the Centre for Business or if you require more information, please do not hesitate to contact us. Our knowledgeable staff are available to assist you.

For general inquiries, please contact the Centre for Business:
Email: business@georgebrown.ca Phone: (416) 415-5000 ext. 2160

ANALYTICS FOR BUSINESS DECISION MAKING (POSTGRADUATE) (B412)
For inquiries related to this program (for example, course-specific information) please contact the Co-ordinator:

Tom Supra, Program Co-ordinator
Email: tsupra@georgebrown.ca

Colin Williams, Chair, School of Management
Email: c.williams@georgebrown.ca
Book a Meeting with the Chair: centreforbusiness.as.me/managementprospective

VISIT OUR CAMPUS
This program is offered out of our School of Management and classes take place at our St. James Campus, mainly at 200 King St. E, and 290 Adelaide St. E, Toronto, ON, Canada.

Campus tours are offered on a regular basis. Sign up today! You can also check out our virtual tour.

LINKS REFERENCE
2. https://appsanywhere.georgebrown.ca/login
3. https://www.georgebrown.ca/business/
5. https://www.georgebrown.ca/analytics-hub/
11. https://www.youtube.com/watch?v=uoDRjystkOhE
13. https://www.georgebrown.ca/admissions/
14. https://www.georgebrown.ca/international/
15. https://www.georgebrown.ca/financialaid/
17. https://www.georgebrown.ca/advising/appointments/
18. https://centreforbusiness.as.me/managementprospective
20. https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3702239/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239
21. https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3700668/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc0618!8m2!3d43.6519459!4d-79.3700668
22. https://www.georgebrown.ca/campus_tours/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.