**Lerner Graduate Certificate in Business Analytics Policy Statement**

**PART I. PROGRAM HISTORY**

**A. Statement of purpose and expectation of graduate study in the program.**

*The Lerner College Graduate Certificate in Business Analytics is designed to help working professionals and others gain advanced knowledge and skills in the field of Business Analytics. This certificate program is intended for professionals who wish to develop new or hone existing skills in order to keep pace with the changing business landscape so they may advance or redirect their careers. More specifically we see this Lerner certificate program as attractive to:*

* + *Individuals with an MBA or another graduate degree who need to develop a new business skill set or need to refresh their knowledge in the area of Business Analytics.*
  + *Individuals with undergraduate degrees who need specialized knowledge in Business Analytics in order to advance their careers.*
  + *Individuals who are uncertain if they want an MBA or another graduate business degree. They can enroll in the Certificate Business Analytics program to get an understanding of the level of instruction and workload in the MBA program. Should they choose to join the MBA they can use the credits earned to accelerate their degree completion.*
  + *Graduate students across UD who see the advantage and need for the Lerner Certificate in Business Analytics to help advance their careers.*

**B. Date of Permanent Status (or current status).**

*The proposed Certificate in Business Analytics would be new to the Lerner College and University.*

**C. Degrees offered (include brief description of concentrations, fields, etc.).**

*Graduate Certificate in Business Analytics consisting of 12 credits of graduate coursework. The certificate is available to online and on-campus students.*

**PART II. ADMISSION**

*Admission requirements will be the same as the MBA program and will be administered through the Graduate and MBA Office. Please see the detailed admission requirements\* below. Students with an MBA from UD or another AACSB accredited school will be offered expedited admissions (only requiring a transcript and a 3.0 GPA).*

*Students* ***currently in the MBA program cannot apply*** *for the certificate until they complete the MBA or leave the program.*

***Course Waiver/Substitutions*** *are available to students who have previously completed an MBA from an AACSB-accredited program or who meet the course waiver requirement (see the Lerner website for details) based on prior course work. The student may choose to waive a course and replace it with another course in Business Analytics. For example, if a student has taken BUAD820 or its equivalent then they may select another Business Analytics elective.*

*Students can use up to a total of 12 credits from the certificate to waive 12 credits toward their MBA at UD but* ***will need to apply for admission and be accepted to the MBA program.*** *Certificate courses cannot be used to earn an MBA concentration or major in Business Analytics. If they want to earn a Business Analytics concentration or major they would need to take 9 or 15 additional credits in that area.*

*\*Admissions Requirements*

*1. Online Application*

*Begin assembling your required application materials as electronic documents before completing the online graduate certificate application. Do not mail any documents.*

*2. Application Fee*

*A $75 application fee is due when you submit your online application.*

*Application Fee Waiver*

*Application fees are waived for candidates applying to the Certificate program who achieve a total score of 600 or greater on the GMAT or 310+ (Verbal Score + Quantitative Score) on the GRE.*

*After receipt of official GMAT scores, the application fee will be automatically waived. If your GRE scores qualify you for a waiver, please have the official scores reported to UD and send an email to mbaprogram@udel.edu to request the fee waiver.*

*3. Bachelor’s Degree*

*A four-year U.S. Bachelor’s degree in any academic field from an accredited college or university is required. If you have a three-year non-U.S. degree, you may request a review for determination as to equivalency by emailing mbaprogram@udel.edu after you have uploaded your transcripts, resume, GMAT/GRE as well as TOEFL/IELTS scores to the application.*

*Typically, our applicants have an undergraduate GPA of 2.8 or higher.*

*4. Transcripts*

*An unofficial transcript is required with your application. You should visit the Registrar’s page of your home institution (post-high school institutions only) to print an unofficial copy to create your scan. If your home institution does not provide this service, ask for a student copy to create your scan. Do not mail official transcripts during the applicant stage.*

*Please visit http://grad.udel.edu/apply/transcripts/ for more detailed information.*

*5. Personal Statement / Essay*

*Responses to the following prompts. We are looking for insightful, specific and brief essays.*

*Outline your educational plans and career goals and discuss how your proposed plan of graduate study relates to them. What are the specific attributes of the program at UD that lead you to believe that this program is appropriate to help you achieve your professional objectives? Within the area of study you have selected, are there areas of special interest to you?*

*Please critique our effort to market the University of Delaware Certificate programs by using specific examples of where and how you heard about our program and honestly assess how effective that vehicle was in drawing you to apply for admission. What are some strengths of these marketing efforts and what could be done better? What is the best way to reach prospective students like you?*

*6. Resume*

*A resume, or curriculum vitae, that documents your prior work experience, publications, honors and awards received, and a summary of your educational credentials.*

*7. Two Letters of Recommendation*

*You provide names and email addresses for your recommenders, and recommendation forms are emailed directly to them from the online application. Instructions are included as to how to return the completed forms electronically.*

*8. GMAT/GRE Scores*

*The GMAT (preferred) or GRE (accepted) exam is required as part of the application.*

*Competitive scores:*

*GMAT: overall score of 550 or above and scores which are greater than 50% in each sub-score*

*GRE: overall score of 306 or above with a Quantitative score of 155, Verbal score of 151 and Analytical Writing score of 4*

*If you have not yet received your official score, list the unofficial score on your application and make sure to have your official scores reported to UD.*

*LSAT and MCAT scores are considered in lieu of the GMAT/GRE score if you have taken one of them for law or medical school admission and hold a law or medical degree.*

*GMAT/GRE Waiver*

*Exceptions are made through a waiver if you hold a terminal (highest degree that can be awarded in a given field) degree (MD, JD, Ph.D., Ed.D., etc.) or if you meet all of the following requirements:*

*• four or more years of full-time progressive, professional work experience post-undergraduate degree, and*

*• an undergraduate GPA of at least 2.8*

*• grades of at least a ‘B’ in two non-introductory college level math courses at the statistics and/or calculus level. All math grades will be reviewed and grades below “B” in any quantitative course will be considered when making the waiver decision.*

*• In addition, a review of the entire application will be made to ensure writing/English proficiency. We consider both the writing quality of your application essays and your grades earned in English/Writing intensive courses.*

*Exceptions are also made through a waiver for UD Lerner alumni with at least 6 months of post-undergraduate full-time professional work experience who have an overall GPA of 3.0 or higher and grades of “B” (not B-) or higher in at least two, 200-level STAT or MATH courses. MISY262 (Fundamentals of Business Analytics) can count as one of the courses. The above guidelines with regards to a review of all quantitative and English courses apply to all applicants when waiver decisions are made.*

*GMAT/GRE waiver requests are made at the time of application by selecting that option when completing the test information section of the application. Please note: Only applicants who believe they meet all of the criteria for a waiver should make a request for a review. If your waiver request is denied, you will be notified by the admissions office and you will be given the opportunity to take the test prior to admission consideration. If a waiver is granted, it does not guarantee admission, as the entire application is considered when making admission decisions.*

*International applicants must also submit a TOEFL score for waiver consideration so that English skills from both that test and from what is evident on transcripts can be assessed.*

*9. Work Experience*

*The typical applicant has two or more years of experience (work experience, volunteer work, community service, internships, significant academic projects, etc.) but all applicants are considered even if they have limited professional experience. Outstanding undergraduate GPAs and GMAT/GRE scores will strengthen your application if you have less than two years of experience.*

*10. International Student Requirements and Programs*

*Language Test Requirement*

*International applicants must submit one of the following:*

*proof of having earned a degree in either the United States or a country where the primary language is English;*

*TOEFL score of 100 or higher; or*

*IELTS score of 7.5 or higher*

*The Graduate & Professional Education office provides more detailed TOEFL information.*

**B. Prior degree requirements.**

*The Lerner College Graduate Certificates are available to applicants possessing an earned Bachelor’s degree from an accredited college or university. The candidates for admission need not have majored in any specific undergraduate field; however, students interested in pursuing the Lerner College Graduate Certificate in Business Analytics are assumed to possess basic skills in written and oral communication, intermediate level mathematics (normally one year at the college level) and basic computer technology (word processing, spreadsheets, e-mail, and internet).*

**C. Application deadlines.**

*Admissions decisions are made on a rolling basis throughout the year. Students may start in any of the four 7-week online semesters or in one of the on-campus semesters. The deadlines are the same as the on-campus and online MBA programs.*

**D. Special competencies needed (i.e., specific courses or experience).**

*Only what is listed above in B.*

*Prior degree requirements: Must have completed an undergraduate degree.*

**E. Admission categories (explain other than regular such as provisional).**

*N.A*

**F. Other documents required (i.e., letters of recommendation, essays, portfolios, interviews, writing assessments, etc.).**

*Applicants are required to provide the same materials as an applicant to the MBA program unless they are a current UD graduate student in which case their application can be reviewed based on the materials in that application.*

**G. Must include University statement: Admission to the graduate program is competitive. Those who meet stated requirements are not guaranteed admission, nor are those who fail to meet all of those requirements necessarily precluded from admission if they offer other appropriate strengths.**

*This will be added to the new catalog description.*

**PART III. ACADEMIC (Present all information separately for each degree)**

A**. Degree Requirements**

1. **List course requirements according to categories such as core requirements, concentration options, electives, research credits and dissertation credit requirements. List number of credits in each category and include total credits required for degree.**

*The Certificate in Business Analytics is 12 credits. All courses are 3 credits. To be awarded a certificate, the student’s overall GPA must be a 3.0. The specific course requirements for the certificates are as follows:*

***Business Analytics***

*Required*

*BUAD820 – Fundamentals of Analytics*

***Choose 3 from:***  *ACCT 804 – Database Design  
BUAD 621 – Decision Analytics and Visualization  
BUAD 622 – Optimization and Spreadsheet Modeling  
BUAD 625 – Business Analytics Capstone  
MISY 631 – Data Mining for Business Analytics  
MISY 830 – Business Intelligence Analytics*

1. **Give non-registered requirements in detail; includes residency requirements, qualifying examinations (number and format), portfolios, seminars, English proficiency, language requirements, teaching experience, internships, etc.**

* *Not applicable*

1. **Give procedure for petitions for variance in degree requirements (e.g., course substitution policies, completion deadlines, etc.).**

*Same as MBA*

1. **Define any grade minimums in courses that are different from University policy.**

*None*

1. **Identify any courses, which may not be used towards the degree (i.e., independent study, pre-candidacy study).**

* *Not applicable*

1. **Identify expectations of facility of expression in English (oral and written) as part of the degree requirement.**

* *Same as for the MBA degree*

**B. Committees for exams, thesis, or dissertations**

* *Not applicable*

1. **Identify initial procedure for advisor and advisement procedures.**

*Advising will be handled by the MBA advisors in consultation with Lerner Graduate program directors as appropriate.*

**C. Timetable and definition of satisfactory progress towards the degree**

- For these items we follow the university standards found in the graduate catalog

* 1. **Academic load (full & part-time) expectations. Define normal progress. Define departmental review procedures for evaluating normal progress and evaluation of performance.**
* Certificates can normally be completed within two years but students may take up to three years to complete. The Graduate and MBA staff will monitor all certificate students.
  1. **Grade requirements (general and specific). Include any special departmental expectations such as minimum grades in specific courses, limits on special problem courses, etc.**
* Overall GPA must be a 3.0 to earn a certificate
  1. **Thesis/dissertation progress timetable guidelines. -** *Not applicable*

**Thesis/dissertation defense guidelines. -** *Not applicable*

* 1. **Forms required.** *–We use the standard AAD form provided by the graduate office*
  2. **Identify consequence for failure to make satisfactory progress.**

*- We will follow University standards for our Lerner Graduate Certificates.*

* 1. **Protocol for grievance procedure if student has been recom­mended for termination for failure to make satisfactory progress.**

*- We will use the standard grievance procedure provided by the graduate office.*

**PART IV. ASSESSMENT PLAN**

Indicate how the program will be evaluated and assessed. Every learning outcome needs to be assessed in at least two ways. One measure must be a direct measurement (where you can see the student demonstrate their learning). Other measures can be direct or indirect (such as a survey). Success should be measured against the criteria listed including the stated learning outcomes and against whatever objectives have been set forth in the first section of the proposal. Academic units are encouraged to consult with the Center for Educational Effectiveness to develop appropriate learning outcomes, assessment criteria, and benchmarks for success.

***Evaluation Plan***

*The overall effectiveness and success of the certificate program will be evaluated using the following measures):*

* *Student course evaluations based on University and College templates.*
* *Comparison of student career data pre- and post-program.*
* *Successful completion rates of at least 75%.*

***Assessment Plan***

*Learning Objective 1: Integrate data science, business strategy and management science in the context of business.*

*Learning Objective 2: Demonstrate proficiency in tools that leverage data to make decisions, generate insights, optimize outcomes, and predict future results.*

*At the conclusion of their coursework students will…*

* *Take an end of program assessment to demonstrate their level of competency with regards to both learning objectives.*
* *Complete a self-assessment to measure the extent to which they believe they can integrate data science with business strategy and use data analytics tools.*



**PART V. FINANCIAL AID**

1. **Financial Awards**

* *Not applicable*

**PART VI. DEPARTMENTAL OPERATIONS**

**A. General student responsibilities**

* 1. **Up-to-date addresses, etc.** *–students are required to communicate via university email and keep us up-to-date regarding their telephone and US mail address.*
  2. **Laboratories and research equipment. *-*** *not applicable*
  3. **Hazardous Chemical Information Act.** *- not applicable*
  4. **Vehicles. *-*** *not applicable*
  5. **Keys, offices, mail, telephone, copy machine, computer terminals, etc *-*** *not applicable*

**B. Student government and organizations (both student and profes­sional).**

*Not applicable*

**C. Travel for professional meetings or presentations**

*Not applicable*