

ANALYTICS FOR BUSINESS DECISION MAKING PROGRAM (POSTGRADUATE) (B412)

PROGRAM NAME	Analytics for Business Decision Making	TUITION	\$4,276.00*
COURSE CODE	B412	ADDITIONAL COST	
SCHOOL	School of Management		
CENTRE	Business		
LOCATION	St. James Campus		
DURATION	8 months (2 semesters)		
EXPERIENTIAL LEARNING	Client Project		
STARTING MONTH	September, January		
CREDENTIAL	Ontario College Graduate Certificate		
YEAR OF STUDY	2020-2021		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges¹		

* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

FINANCIAL ASSISTANCE

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

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 8GB 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 Anywhere² as Mac versions sometimes do not have the same depth in capability.)

This Centre for Business³ program is part of our School of Management⁴.

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 Hub⁵ 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.

SEMESTER 1

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

SEMESTER 2

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

YOUR CAREER

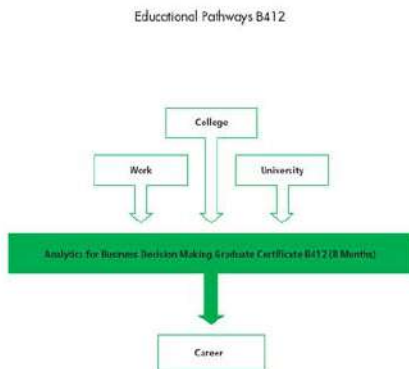
Graduates of this program will be prepared for careers in a variety of organizations such as marketing research firms, polling firms, branding/design firms, insurance and finance firms, loyalty programs (marketing), healthcare, public sector, manufacturing and supply-chain.

Potential positions may include:

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

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



Annissa Rodriguez (Graduate 2018, Analytics for Business Decision Making); *Manager of Operations, All Canadian Self-Storage*

"This program is a foundation for success in the data analytics field. The teachers are personable, and really push you to your limits. In semester two of this program, a Capstone project is offered, which is a real-life job experience using data analytics. My partner Xavier and I took the most out of this experience. Our project was the only one in Canada to make it to the 2018 SAS Global Forum's Student Symposium and won first place." Read more about Annissa and Xavier's success at SAS Global Forum 2018⁷.



Xavier Fu (Graduate 2018, Analytics for Business Decision Making); *Data Reporting Analyst, Horizon*

"The faculty were instrumental to my success. They continually support and drive me towards reaching my goals and objectives. They teach not just the fundamentals of research, modelling, and storytelling techniques used in data analytics, but also the tools to be agile and adaptive in your future career. Always accommodating to my schedule, the staff allowed me the opportunity to have the full learning experience, while maintaining a full-time job and a data research project." Watch a short video of Xavier and his team partner Annissa at SAS Global Forum 2018⁸, where their project won first place.



Kishawna Peck (Graduate 2016, Analytics for Business Decision Making); *Data Analyst – Product Success and Consumer Insights, Moneris⁹*

"The Analytics for Business Decision Making program is geared to reducing the gap between business knowledge and analytic skills. I chose this program because I love to solve problems and enjoy business. My internship led to a full-time role as an analyst. In this program, you get a combination of understanding the 'why's' behind the analytics and learning how to actually use the different software for it. The students all come from different educational backgrounds, which allows you to bounce ideas off of each other and benefit from collaboration. This program has played a key role in launching my career and equipping me with the skills to solve complex business problems and provide meaningful insights." Read more about Kishawna's story¹⁰.



Jayeeta Chakraborty (Graduate 2015, Analytics for Business Decision Making)

"The faculty in this program are just amazing. They bring years of experience from the industry. They help us, train us, make us ready to go out there and work. They share their experiences, they help us with networking. It's just amazing! There are lot of things happening around here: a lot of networking events, job fairs, and I think that's one of the greatest advantages of being in a college that's in the heart of the city." Hear more about Jayeeta Chakraborty's story

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.

- Book online:**
Complete and submit the Client Intake Form
- Book by phone:**
Entry Advisor: (416) 415-5000, Ext 2949 Toll Free:
1-800-265-2002 TTY: 1-877-515-5559

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

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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 Management¹⁹ and classes take place at our St. James Campus²⁰, mainly at 200 King St. E.²¹, and 290 Adelaide St. E.²², Toronto, ON, Canada.

Campus tours are offered on a regular basis. Sign up²³ today! You can also check out our virtual tour²⁴.

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B412&lang=en>

²<https://appsanywhere.georgebrown.ca/login>

³<https://www.georgebrown.ca/business/>

⁴<https://www.georgebrown.ca/business/management/>

⁵<https://www.georgebrown.ca/analytics-hub/>

⁶<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=B412&lang=en>

⁷<https://www.georgebrown.ca/news/gbc-first-place-in-sas-global-forum.aspx>

⁸<http://video.sas.com/sasgf18/detail/videos/interviews/video/5767789153001/student-symposium-winners>

⁹<https://www.moneris.com/>

¹⁰<https://www.georgebrown.ca/business/alumni/kishawna-peck.aspx>

¹¹<https://www.youtube.com/watch?v=uDRjvstOhE>

¹²https://www.georgebrown.ca/business_infossessions/

¹³<https://www.georgebrown.ca/admissions/>

¹⁴<https://www.georgebrown.ca/international/>

¹⁵<https://www.georgebrown.ca/financialaid/>

¹⁶<https://www.georgebrown.ca/advising/faq/>

¹⁷<https://www.georgebrown.ca/advising/appointments/>

¹⁸<https://centreforbusiness.as.me/managementprospective>

¹⁹<https://www.georgebrown.ca/business/management/>

²⁰<https://www.georgebrown.ca/campuses/st-james/>

²¹<https://www.google.com/maps/place/George+Brown+College/@43.650962,-79.3724126,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x2a2d39cb9b79ac42!8m2!3d43.650962!4d-79.3702239>

²²<https://www.google.com/maps/place/George+Brown+College/@43.6519459,-79.3722555,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x975fd3a1900dc06!8m2!3d43.6519459!4d-79.3700668>

²³https://www.georgebrown.ca/campus_tours/

²⁴<https://vt.georgebrown.ca/business>

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.