

ANALYTICS FOR MANAGERS GRADUATE CREDIT CERTIFICATE PROGRAM

Person-in-Charge	Zugang Liu
Program Code	ANMGR_GCT
Campus(es)	Great Valley

The Analytics for Managers Graduate Certificate provides students with the knowledge and expertise to become data-savvy managers who can effectively communicate complex business problems and data-driven decisions to the management and general business audiences. Companies are producing enormous amounts of “big data” from their everyday operations. However, there is still a lack of leaders with the proper mix of empirical and managerial savvy who can provide actionable insights from that data.

The program is designed for business professionals who want to augment their managerial expertise with a quantitative skill sets. Along with fundamental concepts in data-driven decision making, effective communication and visualization of those decisions, the program allows students to choose between general business analytics or specialize in a specific analytics area such as Accounting, Marketing, or Human Resources. Upon completion, students will be conversant in utilizing appropriate tools and techniques for presenting what happened, analyzing how and why it happened, predicting future trends, and prescribing future strategies.

Effective Semester: Fall 2023

Expiration Semester: Fall 2028