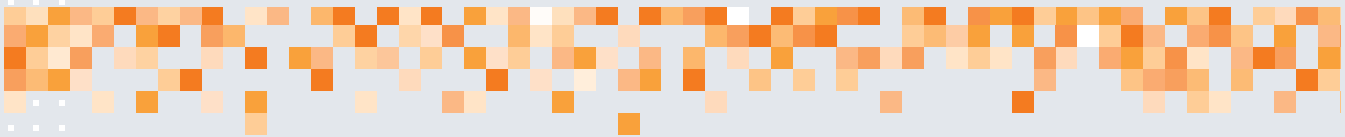


**CERTIFICATE PROGRAMS**

# Data Mining and Business Analytics



## THE BEST OF THE BEST

**E**ach year, students enrolled in the OSU Graduate Certificate in Business Data Mining program compete in a national data mining shootout competition at the annual analytics (data mining) conference sponsored by SAS. OSU teams consistently place in the top three spots in the competition each year and have won the most awards in the history of the competition.



### **Student Awards and Achievements**

- Eight students papers presented at SAS Global Forum 2012
- Winner of three SAS Ambassador Awards at SAS Global Forum 2012  
*(highest student honor given by SAS)*
- Second and third place teams at the A2011 Data Mining Shootout
- Winner of two SAS Ambassador Awards at SAS Global Forum 2011  
*(highest student honor given by SAS)*
- Five students papers presented at SAS Global Forum 2011
- Many conference scholarships awarded to students at SAS Global Forum 2012, 2011, and 2010 and at regional SAS Conferences
- First place team in the M2010 Data Mining Shootout
- Second place team in the M2009 Data Mining Shootout
- Second and third place teams in M2008 Data Mining Shootout
- First, second, and third place teams in M2007 Data Mining Shootout

# Certificate Options

## **SAS and OSU Business Analytics Certificate Program**

The SAS and OSU business analytics certificate is designed to produce managers, who will be adept at leading teams of IT, Marketing and Strategy personnel in any organization to solve complex business problems. The curriculum for the program was designed in partnership with SAS to equip students with easy-to-use analytic tools to make better operational and strategic decisions.

### **Program Format**

The courses are offered both on campus and online, enabling full and part-time MBA students to complete the analytics certificate. A broad range of courses offers students wide flexibility to customize their coursework.

### **Completion requirements**

MBA students must complete 12 credit hours of courses, including one core course and three elective courses.

### **Required Course**

- Fundamentals of Business Analytics

### **Elective courses (select three)**

- Strategic Digital Business Management
- Digital Marketing and Web Analytics
- Data Mining and CRM applications
- Quantitative Methods in Business
- Advanced Data Mining Applications
- Advanced Marketing Research
- Base SAS Programming for Database Marketing
- Business Intelligence Tools and Management

**Goal** To provide analytical skills for solving business problems using any available data.

**Typical Student** MBA student with little technical training but preferably with some work experience.

**Career** Business analysts, web analysts, marketing analysts, mid-level managers, consultants, and analysts (for MBAs with some work experience)

## **SAS and OSU Data Mining Certificate Program**

The SAS and OSU data mining certificate is designed to produce analysts to extract, explore and analyze large quantities of business data in order to discover meaningful patterns and develop prediction models and rules for making better business decisions. The curriculum for the program was designed in partnership with SAS, a leading provider of data mining and business analytics software and services.

### **Program Format**

The courses are offered both on campus and online, enabling full and part-time students to complete the data mining certificate. A broad range of courses offers students wide flexibility to customize their coursework.

### **Completion Requirements**

Graduate students must complete 12 credit hours of courses, including two core courses and two elective courses.

### **Required Courses**

- Database Marketing
- Data Mining and CRM Applications

### **Elective courses (select two)**

- Base SAS Programming for Database Marketing
- Advanced SAS Programming for Database Marketing
- Advanced Data Mining Applications
- Advanced Marketing Research
- Business Intelligence, Tools and Management
- Advanced Database Management

**Goal** To provide deep analytical and programming skills for manipulating and analyzing large data sets.

**Typical Student** Graduate student with some technical (MIS, Engineering, Statistics, Natural Science, Computer Science, or Mathematics) background.

**Career** Data analyst, data miner, business analyst, SAS programmer, SAS analyst, and SAS forecaster

## **General Information**

### **Admission requirements**

Candidates must be admitted to the OSU Graduate College and have completed a bachelor's degree. Review the program website for further admission requirement information.

### **Spears School of Business Office of Graduate Programs**

102 Gundersen  
Stillwater, Oklahoma 74078

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Web: [analytics.okstate.edu](http://analytics.okstate.edu)

# SAS and OSU Data Mining Certificate Students Placement

- Amazon Seattle, WA
- BlueCross BlueShield Chattanooga, TN
- Citi Bank Atlanta, GA
- Deloitte and Touche Multiple U.S. locations
- DHL Global Mail Forest Park, GA
- Dish Networks Denver, CO
- FedEx Memphis, TN
- JP Morgan Chase Dallas, TX
- Pfizer Inc. Multiple U.S. locations
- Principal Financial Des Moines, IA
- SAS Institute Cary, NC
- Valero Energy Corporation Texas
- West Asset Management Omaha, NE
- Western Union Denver, CO

***“The program is an all-in-one package for analytics as it is well designed to strike a good balance of providing hands on experience on SAS tools and also giving an exposure to various business cases in different domains, which is very unique and much needed for an analyst.”***

Anu Penaganti  
Associate Accreditation Research Analyst  
BlueCross BlueShield of Tennessee  
Chattanooga, TN

***“Business Analytics is an extremely important area across all the business domains and companies are committed to data-driven decision making. The program at OSU prepares students to acquire the techniques and knowledge that companies are looking for and prepares them to stay on top in the business when they graduate.”***

Shruti Ramesh  
Senior Data Mining Analyst  
West Asset Management  
Omaha, NE

***“I would definitely recommend this program to anyone who is wanting to make a mark in the analytics and data mining industry.”***

Yash Kandyala  
Manager, Customer Analytics  
Western Union  
Denver, CO

## Spears School of Business Office of Graduate Programs

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