

BAN - Business Analytics

Version 11

Published 1/30/2024 by **Bruna Aparecida Alves de Lima** Last updated 2/29/2024 3:36 PM by **Bruna Aparecida Alves de Lima**

Program Code:	BAN
Credential Awarded:	Graduate Certificate
Campus:	Newnham, Markham
Duration:	1 year (2 academic semesters)
Starts In:	September, January, and May

Program Curriculum

Business Analytics Graduate Certificate (BAN) - 23-24

Semester 1		
Course Code	Course Name	Pre-requisites
BAN100	Statistics for Analytics	None
BAN110	Data Preparation and Handling	None
BAN120	Analytics Case Studies	None
BAN130	Programming for Analytics	None
BAN140	Introduction to Data Visualization	None
BAN150	Strategic Leadership in Business Analytics	None

Semester 2		
Course Code	Course Name	Pre-requisite
BAN200	Sentiment Analysis and Text Mining	
BAN210	Predictive Analytics	
BAN220	Security, Privacy and Ethics for Business Analytics	
BAN230	Applied Data Mining and Modelling	
BAN240	Business Analytics Consulting Capstone Project	
<u>WTP100</u>	Work Term Preparation (Work-Integrated Learning option only)	
Optional Co-op		
Course Code	Course Name	Pre-requisite
	Optional WIL Work Term	

Program Learning Outcomes

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Extract, manipulate, and mine data sets from various sources to meet organizational needs.
- Apply business analytics and business intelligence tools as a business process to support evidence-based decision-making.
- Design statistical models using data mining techniques to meet the needs of a specific business process.
- Develop software applications to manipulate data sets, correlate information, and produce reports.
- Create and present data visualizations to communicate information to business stakeholders using multiple forms of communication.

- Apply basic entrepreneurial strategies to identify and respond to new business opportunities.
- Adhere to ethical and legal guidelines to ensure data security, integrity, and confidentiality when presenting analytical information.
- Apply interpersonal, team building, and leadership skills when participating in diverse environments.
- Recommend business solutions for various business domains by utilizing research (findings) and analytical skills.

Further Information About This Program from Seneca's Website

tags : ban, grad-cert, sdds