Business Intelligence
Graduate Certificate

Effective October 9, 2017
The Business Intelligence graduate certificate provides learners with a thorough understanding of the tools, techniques, and methods of data acquisition, analysis, and reporting used to support strategic business decision making. The graduate certificate emphasizes information sources, strategies for identifying and collecting internal, computerized and primary data (both qualitative and quantitative), statistical and modeling tools and techniques, approaches to effective presentation of information analyses, and ethical considerations associated with the acquisition and use of information. Upon successful completion of the graduate certificate, learners are prepared to provide expertise to inform decision making in organizations.

The Business Intelligence graduate certificate is comprised entirely of MBA courses and offers an opportunity to earn a marketable credential. Coursework completed in a certificate program may be applied toward a MBA program at Capella.

Note: Certification and Certificates—There is an important distinction between the two terms. The School of Business and Technology offers a variety of graduate certificates. University-sponsored certificates represent an advanced course of study intended to enhance knowledge in a specific discipline. However, obtaining a university-awarded certificate is not equivalent to “certification.” The term certification refers to the official mandate awarded by a state regulatory board or professional organization to an individual for a specific professional practice. This guide is intended to provide an overview of the program and is subject to change. Your enrollment counselor can provide updates, details, and Capella’s official University Catalog that specifies your program requirements.
Curriculum

- 5 required courses
- Total program credits: 15 quarter credits

REQUIRED COURSES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA6018</td>
<td>Data Analysis for Business Decisions</td>
<td>3</td>
</tr>
<tr>
<td>MBA6131*</td>
<td>Statistical Methods</td>
<td>3</td>
</tr>
<tr>
<td>MBA6133*</td>
<td>Management Decision Methods</td>
<td>3</td>
</tr>
<tr>
<td>MBA6135*</td>
<td>Data Mining and Reporting</td>
<td>3</td>
</tr>
<tr>
<td>MBA6137*</td>
<td>Primary Data Collection</td>
<td>3</td>
</tr>
</tbody>
</table>

* Denotes courses that have prerequisite(s). Refer to the course descriptions for further details.

Course Descriptions

The Business Intelligence graduate certificate emphasizes information sources, strategies for identifying and collecting data (both qualitative and quantitative), statistical and modeling tools and techniques, approaches to effective presentation of information analyses, and ethical considerations associated with the acquisition and use of information.

The courses in this program may require live web conferencing activities and/or learner audio/video recordings. Learners who require assistive technology or alternative communication methods to participate in these activities should contact Disability Services to request accommodations.

MBA6018 Data Analysis for Business Decisions

Learners in this course analyze ways that data analysis informs business decisions and practice applying tools and techniques for converting raw qualitative and quantitative data into information that supports organizational decision making. Other course topics include data acquisition and organization, descriptive and basic inferential statistics, and content analysis.

MBA6131 Statistical Methods

Learners in this course strengthen their understanding and demonstrate knowledge of the statistics and statistical methods used in business analytics. In particular, learners apply multivariate data analysis techniques, including exploratory data analysis (EDA), multiple linear regression, logistic regression, principal components analysis, cluster analysis, and cross-validation techniques. Prerequisite(s): MBA6018 or MBA6140.

MBA6133 Management Decision Methods

In this course, learners examine and demonstrate their knowledge of analytical modeling tools and techniques and their associated practical applications in business. Learners examine managerial decision theory and analyze business decisions made under conditions of uncertainty. Other course topics include forecasting analysis, decision trees analysis, linear programming modeling, program evaluation and review techniques, and critical path methods. Prerequisite(s): MBA6018 or MBA6140.

MBA6135 Data Mining and Reporting

This course covers the processes and methods of extracting information from internal databases to support strategic business decision making. Learners focus on developing and applying the skills needed to use industry-standard business analytic tools for data access and management, cleaning, mining, and reporting. Prerequisite(s): MBA6018, MBA6131, or MBA6140.

MBA6137 Primary Data Collection

This course covers processes and methods of collecting primary qualitative and quantitative data to support business decision making. Learners examine and demonstrate knowledge of various data collection strategies and tools; the process of collecting data using case studies, focus groups, questionnaires, and in-depth interviews; and fundamental qualitative data analysis techniques. Prerequisite(s): MBA6018 or MBA6140.

This graduate certificate is offered in the GuidedPath delivery model.
Financial Aid

Capella University offers assistance to learners who qualify and would like to secure educational funding to help finance their academic program. A number of options are available, given the diverse needs and backgrounds of prospective learners. Options include:

- Federal Direct Stafford Loan Program
- Federal Direct PLUS Loan Program
- Non-federal loans through preferred lenders and financial institutions
- Capella scholarships
- External scholarships
- Veterans’ educational benefits and U.S. armed forces discounts
- Corporate and higher education alliances
- Employer tuition reimbursement

Regarding loan programs, interest rates for Stafford student loans are low compared to other types of consumer loans, and repayment can be deferred until after graduation. In compliance with federal and state laws, Capella University has established policies for all learners regarding satisfactory academic progress, which is necessary for financial aid eligibility.

Tuition and Fees

This tuition estimate is effective July 10, 2017, and is subject to change. For current pricing, visit the Capella University website at www.capella.edu.

<table>
<thead>
<tr>
<th>TUITION/FEED</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuition per credit</td>
<td>$780</td>
</tr>
<tr>
<td>Resource kit per quarter</td>
<td>$150</td>
</tr>
</tbody>
</table>
Academic Leadership

Rhonda Capron, EdD
Dean

Dr. Rhonda Capron is an accomplished leader with remarkable business acumen, extensive academic experience and professional relevance within the confluence of today’s transformative marketplace. She brings a unique blend of background and experience to Capella as a seasoned executive and higher education leader with more than 15 years of experience successfully leading strategic initiatives and operations within high-tech businesses. She also has 10 years in higher education, including extensive, hands-on experience teaching; faculty and staff leadership; academic programming; curriculum development; and strategic planning. Dr. Capron joined Capella in 2016. She was previously the academic dean of the School of Business at University of Phoenix. Prior to that position, she held a number of academic leadership roles at William Jessup University in Rocklin, California. In addition she has an extensive background in both the business sector and the military. Rhonda was vice president of support services and software as a service at Oracle Corporation, and she served as the deputy director for operations within the Departments of Army and Energy.

Cheryl Bann, PhD
Associate Dean

Dr. Cheryl Bann is the associate dean of business in Capella’s School of Business and Technology. She has worked with Capella since 2002, initially as adjunct faculty and then, beginning in 2004, as core faculty. Prior to joining Capella, Dr. Bann spent more than 30 years working in the corporate sector (at General Mills and Dain Bosworth), in government (at the Minnesota Trade Office), and in a private consulting practice. In addition, she possesses extensive international experience as a consultant on more than 45 USAID projects in 15 countries, as well as teaching experience at the bachelor’s, master’s, and doctoral levels. Dr. Bann’s educational background includes a BA in Physiology and a BS in Business from the University of Minnesota–Twin Cities, an MBA from the University of St. Thomas, and both an MS in Instructional Design for Online Learning and a PhD in Organization and Management with a specialization in Leadership from Capella University. In 2006, Dr. Bann was a recipient of Capella’s Harold Abel Distinguished Faculty award.

Laura Sankovich, PhD
Faculty Chair

Dr. Sankovich has been a Capella core faculty member since 2009, serving in a number of leadership roles, including undergraduate lead in Human Resource Management, chair of the Capella Course Quality Committee, faculty co-advisor to the learner chapter of SHRM, faculty coaching lead for the FlexPath Peer Coaching initiative, and a member of Capella’s President’s Council. Dr. Sankovich earned her MBA at Webster University and a PhD in Leadership Studies at Gonzaga University. Prior to entering academia, she held positions in human resource management and consulting. She also has the designation of Quality Matters Master Reviewer, as well as the PHR designation. Dr. Sankovich lives with her family in Coeur D’Alene, ID. She will have responsibility for Capella’s MBA, both Guided Path and FlexPath.
Move Forward with Capella University

WORKING SCHOLARS
Capella provides an online, flexible learning environment for working adults who are also determined scholars. That connection between academic and professional work infuses the entire Capella experience—from the faculty we recruit to the course projects you complete. The theories discussed in the course room are designed to develop working knowledge for everyday situations.

AN ACCREDITED UNIVERSITY
Our accreditation* is an assurance to students, employers, and the public that Capella University meets or exceeds established standards for quality of faculty, curriculum, and learner services. It is also an important factor in the ability to transfer credits among higher education institutions. Regional accreditation, the type held by Capella, is the most common type for major public, state, and private institutions in the United States.

VALUING YOUR KNOWLEDGE AND EXPERIENCE
Adults bring a wealth of experience and learning to their education. Capella courses are designed to bring out your perspectives just as you gain from others’ ideas. Your knowledge can also be worth time and money: An enrollment counselor can help you estimate how much of your prior learning may apply toward your Capella degree program.

*ACCREDITATION
Capella University is accredited by the Higher Learning Commission.

HIGHER LEARNING COMMISSION
https://www.hlcommission.org
800.621.7440

© 2017 Capella University. All rights reserved.

Important Information about the educational debt, earnings, and completion rates of students who attended this program: http://capellaresults.com/assets/includes/gainfulemployment/cta/GE/GE15/certs/PB_Cert_Bus_Business_Intelligence_gedt.html.