We know data analytics is among today’s fastest-growing fields—that’s why we developed our advanced certificate in data and analytics. We’ve designed this program to provide you with the skills needed to incorporate modern data analytics and data science into your own work. Accounting, marketing, human services, engineering—data and analytics have become key competencies in today’s marketplace.

Through our program you will explore: data management and quality, mathematical and statistical methods for data modeling, and techniques for visualizing data in support of organization wide decision making. You will expand your analytical skill set, make yourself more marketable, and become an even more valued asset by learning the latest advanced analytics techniques and software.

Our faculty aren’t just academic leaders in the field—they have first-hand experience with data and analytics, coming to Siena from diverse industries such as manufacturing, marketing and sales, research and development, and financial services.

Whether you are looking to advance in your current job, switch careers, specialize in data and analytics, or are just starting out in the field—at the end of our program, you will be equipped to provide guidance for strategic deployment of data and analytics resources within your organization.

This program is open to anyone with a bachelor’s degree and at least one college level statistics course.

GET CONNECTED:
Website: Siena.edu/data
Email: advancedcertificates@siena.edu
Our advanced certificate in data and analytics is a post-baccalaureate four-course advanced certificate program. You will acquire hands-on experience with industry-wide cutting edge software and analytics tools in classroom based courses. The certificate is obtained upon satisfactory completion of the following four courses (12 credits).

**GBUS515 - BUSINESS INTELLIGENCE AND INFORMATION SYSTEMS**
An overview of current information systems and data management concepts from an analytics perspective. You will gain skills needed for data querying for analytics and database management reporting.

**GBUS550 - QUANTITATIVE METHODS FOR DATA-DRIVEN DECISION MAKING**
Course includes topics such as: descriptive and graphical data analysis, applied probability, statistical inference, and sampling and regression analysis.

**GBUS610 - DATA VISUALIZATION AND PREDICTIVE ANALYTICS**
Applied course on current technologies used for predictive analytics with an emphasis on applications in business. Emphasis of the course is on effective use of the methods, interpretation of results, and recognition of potential pitfalls in their use.

**GBUS630 - DECISION MODELING AND ANALYTICS**
You will learn how to turn business problems into mathematical and spreadsheet models and use those models in order to make better business decisions. The course focuses on optimization models and simulations. Application areas may be drawn from problems in finance, marketing, accounting and operations.

Students generally complete these courses in one year, enrolling in two courses per semester.

**ADMISSION AND APPLICATION INFORMATION:**

Admission for this competitive program is conducted on a rolling basis. Acceptance is based on a variety of factors which can include undergraduate academic performance, prior work experience, recommendation letters, and personal essay. Classes begin in the fall and spring semesters.

For more information regarding admission requirements and how to apply, visit siena.edu/data.

**CONTACT**
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*DATA FROM THE JOINT REPORT BETWEEN THE 2017 BUSINESS HIGHER EDUCATION FORUM AND PWC*