

4 May 2023

TO: Faculty Senate

FROM: Amy Lubitow
Chair, Graduate Council

RE: Graduate Certificate in Enterprise Analytics

The following proposal has been approved by the Graduate Council and is recommended for approval by the Faculty Senate.

You may read the full text of the program proposal, as well as Budget Committee comments, online at the [Online Curriculum Management System \(OCMS\) Curriculum Dashboard](#)

PROPOSAL SUMMARY FOR School of Business

Graduate Certificate in Enterprise Analytics

Certificate Type

Graduate certificate: Admission to graduate status required

Effective Term

Fall 2023

Overview of the Program

Enterprise Analytics is a graduate certificate program that intends to provide the foundational analytical tools and application knowledge our graduate business students are expected to obtain during their school years at Portland State University. We plan to use this new Enterprise Analytics graduate certificate to replace the existing Human Resources Analytics (HRA) graduate certificate. We conducted an industry survey through a consulting firm in April 2022. Our current HRA certificate needs to offer a broader range of analytical tools and expand viewing business analytics issues beyond the lens of Human resources practitioners. Global companies that hire our graduate business students, including Daimler, Nike, Intel, Adidas, and Boeing, are expecting our students to be able to use modern analytics tools to analyze business issues at an enterprise level.

Evidence of Need

There are over 100,000 jobs available in the area called "Data analysis" and the average pay is \$46 per hour. The required skills call out specifically for Python, SQL, and Tableau (data visualization). The proposed new courses in the Enterprise Analytics graduate certificate meet these requirements.

Two market demands reports, generated on November 2022 for both Oregon and Washington states, are included in the full proposal.

Course of Study

The Enterprise Analytics Graduate Certificate program requires our graduate students to complete four courses and sixteen credits.

- BTA 511 Business Data Management with SQL (4 credits)
- BTA 512 Business Data Analytics with Python (4 credits)
- GSCM 521 Global Information, System, and Data Analytics (4 credits)
- BTA 553 Enterprise Data Visualization for decision making (4 credits)