

Business Decision-Making Graduate Certificate Program Requirements

KU's Business Decision-Making Graduate Certificate is designed to provide advanced knowledge of the tools and methods that help professionals make effective and informed decisions.

This program is built to be accessible to all postbaccalaureate students, including those without a bachelor's degree in business or extensive professional experience. For the latter the certificate's curriculum provides a substitute course that introduces students to accounting, finance and economics – no additional credits required.

The certificate is a 12-credit program for students who want to enhance their analytical skills without a full commitment to an MBA program. However, the courses explore MBA-level concepts, and these credits can be used toward the full 30-credit Master of Business Administration if you choose to continue your studies.

Student Learning Objectives:

Upon completion of the Business Decision-Making Certificate, students will be able to:

1. Demonstrate the ability to analyze and synthesize information from across business functions to evaluate business opportunities and/or make sound business decisions.

Program requirements: 12 credits.

Required Business Decision-Making Core Courses – 12 credits

DSCM 510 Data Driven Decision-Making (3 credits)

DSCM 520 Business Intelligence Analytics and Data Visualization

or BUSN 501 Introduction to Quantitative Decision-Making in Business (3 credits)

DSCM 530 Managing the Value Chain (3 credits)

DSCM 540 Strategic Decision-Making (3 credits)

Notes:

For those with a non-business degree, BUSN 501 Introduction to Quantitative Decision-Making in Business will replace DSCM 520 Business Intelligence Analytics and Data Visualization

Program Plan Code: CEPB_BSAD_DEMA

Effective Semester: Spring 2022