

Graduate Certificate in Business Analytics (GCBA)

Developed and awarded by Singapore Institute of Management, Singapore

Module Outlines

Business Analytics Concepts, Principles and Applications

This module covers what business analytics is, why it is valuable, what resources are needed to support business analytics, and how business analytics is applied. It illustrates three key types of analytics (descriptive, prescriptive and predictive), identifies common challenges that can be addressed by business analytics, and offers guidance for undertaking business analytics projects.

Data Mining for Managers

This module introduces students to the key concepts of data mining and the potential applications in business environment to enhance operational efficiency. Topics include methodology of data mining, data exploration, data management and model building. The data mining techniques covered include association, clustering, classification and predictive modeling to solve business problems.

Data Visualisation

This module introduces the terminology, concepts and techniques behind visualising data. Students will use a data visualisation tool to get hands-on experience of creating visual representations of data. The module covers the design principles for creating meaningful displays of quantitative and qualitative data to facilitate managerial decision-making.