

Graduate Certificate in Business Analytics (GCBA)

Developed and awarded by Singapore Institute of Management, Singapore

Schedule for GCBA

September Intake	January Intake	May Intake
Data Mining for Managers	Customer Relationship Management	Business Analytics Concepts, Principles and Applications

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.

Customer Relationship Management

This module introduces business analytics applications in marketing and customer relationship management (CRM). The topics covered include clustering models for customer segmentation, patterns and association rule mining for market basket analysis, prediction models for customer acquisition and churn analysis, analysis of human mobility patterns, and predictive models for fraud detection.

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 modelling to solve business problems.