Business Analytics Graduate Certificate (Online)

We offer three different concentrations — customer, fintech, and accounting — so that students can focus their knowledge in the area that most interests them. Whichever area they choose, students will learn to harness the power of analytics while also considering principles to navigate the areas of grey that arise in businesses of all sizes.

Students can choose one of three tracks, focusing on a specific business area of data analytics:

- Customer Analytics (MSCA)
- Financial Technology ("FinTech") Analytics (MSFTA)
- Accounting Analytics (MSAA)

WashU Olin's online degree programs are divided into three sections, with each one earning a credential. After the first eight months, students will earn a Graduate Certificate. This is followed by an Advanced Graduate Certificate during the second eight months, and a degree is earned when students complete the program. This allows students to add impressive credentials to their resumes even before they complete their degrees.

- **Graduate Certificate**: The online Master of Science in Business Analytics Graduate Certificate requires completion of 10.5 credits over eight months.
- **Advanced Graduate Certificate**: The online Master of Science in Business Analytics Advanced Graduate Certificate requires completion of 12 credits over eight months.
- **Online Master of Science in Business Analytics degree**: The online Master of Science in Business Analytics degree requires completion of 10.5 credits over eight months.

The online Master of Science in Business Analytics degree requires the completion of 33 credit units of courses, with common core credits that build students' analytics knowledge. The core courses focus on skills and tools such as SQL, Python, Tableau, R programming, text mining, big data, and cloud computing.

The online Master of Science in Business Analytics curriculum (https://olin.wustl.edu/EN-US/academic-programs/online-masters-programs/online-MS-analytics/Pages/default.aspx) can be accessed on Olin's website for more information.

**Note**: Students are required to complete the Master of Science in Business Analytics Graduate Certificate prior to enrolling in the Advanced Graduate Certificate program.

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**Orientation Program**

Students will kick off their enrollment with a weekend immersion program that begins with a program introduction and virtual meet-and-greet. The weekend will include a discussion of program requirements, curriculum, and Olin policies; an overview of university resources; and team-building activities. The week prior to the immersion program, students will have advance access to orientation information via the learn.WashU platform. Students will also complete foundation courses to bolster their background and maximize their academic preparation before the start of their degree program.

Students who are pursuing individual certificates or who have taken a pause in enrollment between the Graduate Certificate and Advanced Graduate Certificate will participate in a short re-orientation session. This session will re-orient students to campus resources and program requirements and reintroduce them to support staff from the Graduate Programs Office.