

Intelligence Graduate Certificates | 2016-2017

Here you will find helpful information regarding the Mercyhurst University's Ridge College of Intelligence Studies and Applied Sciences graduate certificate programs and services designed to support your studies as a Mercyhurst University student. Mercyhurst University has a strong commitment to quality service and support of students' academic, professional, and personal goals. We are prepared to meet the needs of our certificate students through the Ridge College of Intelligence Studies and Applied Sciences, Office of Graduate Programs, Student Financial Services, and the Hammermill Library of Mercyhurst University. [Contact us](#) at any time about how we can better support your academic interests.

The information here should answer most of the questions you may have about the program; however, please contact the [Director of Online and Offsite Graduate Programs](#) for further information

Online Course Information

Course offerings in the Ridge College of Intelligence Studies and Sciences online programs are on a term system: Fall (late August to mid-November), Winter (late November to mid-February with holiday break), Spring (March to mid-May), and Summer (June-mid-August). Each term is 10 1/2 weeks long. Based on the program schedule of one class per term, students can complete the twelve-credit certificate in four terms, or approximately 42 weeks.

Mercyhurst's online courses are delivered through the Blackboard Learning Management System. The classes are asynchronous, so students can access the course material 24/7, without having to be "there" at a specific time. However, the courses are not "independent or self-study." You may be required to brief or "meet" with your instructor or group members in an online format a few times during the term.

Courses are designed with 10 weekly learning units, with due dates and times each week for assignments, including required readings, postings to the discussion board, written products, presentations and other projects. Students generally log into the course at least three times per week and can expect to spend an average of 10-12 hours per week working on assignments.

Class sizes are limited to approximately 20 students, so that individual attention is assured. In addition to communication through Blackboard, instructors are accessible by phone and email.

Cohort Policy

Each cohort is limited to 20 students. These students will begin work on the certificate together and follow through all four classes as a group. Students from previous cohorts who were unable to complete the program with their group may request participation with a new cohort, as openings become available.

Grading Policies

All Mercyhurst graduate courses are graded on the following basis:

- A = 4.0 Exceptional performance
- B+ = 3.5 Very good performance
- B = 3.0 Good performance
- C+ = 2.5 Below average performance
- C = 2.0 Poor performance
- F = 0.0 Unacceptable performance

No course grade below C is awarded graduate credit. Nor will any student be allowed to earn credit for more than a total of two graduate courses in which a C grade has been earned. Students who receive two C's or one F may be dismissed from the program.

Certificate Completion

The academic progress of students enrolled in graduate programs, regardless of the matriculation status, is regularly reviewed by the program directors. Certificates will not be issued to any participant who does not have at least a 3.0 GPA at the end of the fourth course. Additionally, a grade of F or a second grade of C in the student's graduate program places a student on probation. Dismissal may occur when a student has not achieved a 3.0 cumulative GPA in the term following one in which he or she was placed on probation; or when terms or conditions established for probation were not met, or when the academic record reflects poor performance. Students dismissed from the program may petition to the Graduate Council for readmission after one year.

Withdrawals

Students who withdraw from a course within the officially designated time will receive a W and may re-apply for the course at a later date. Students who withdraw after that withdrawal deadline will receive an F for the course.

Incomplete Grades

The Incomplete Grade (I) is a temporary grade indicating that work in the course was acceptable, though a significant or critical part of it was not completed due to illness or other serious circumstances beyond the student's control. It is the student's responsibility to verify these conditions and to request an incomplete grade. Complete coursework must be submitted to the instructor no later than 30 days after the end of the term in which the "I" is given unless the instructor agrees to a further extension. If not completed, the "I" grade is changed to a grade of "F".

APPLIED INTELLIGENCE CERTIFICATE

The Mercyhurst University Graduate Certificate in Applied Intelligence is a four course, twelve-credit hour graduate certificate program.

This challenging and demanding academic experience provides students with a variety of analytical skills and exposure to the latest technologies in intelligence theory, communications, and research.

The goals of the program are to:

- Introduce current intelligence theories and applications
- Improve competence in writing and briefing
- Build skill in applying various analytic techniques

The courses are sequential and build on each other. Students must complete the courses listed below in the following sequence:

- Intelligence Theories and Applications
- Intelligence Communications
- Advanced Analytical Techniques
- Intelligence Elective

Intelligence Theories and Applications (INTL 510)

A survey course that introduces the student to the discipline of intelligence and provides the student with an understanding of how intelligence systems function, how they fit within the policymaking systems of free societies, and how they are managed and controlled. The course will integrate intelligence theory with the methodology and processes that evolved over time to assist the intelligence professional. The course will develop in the student a range of advanced research and thinking skills fundamental to the intelligence analysis process. (3 credits)

Intelligence Communications (INTL 580)

The skill most appreciated by the intelligence consumer is the ability to communicate, briefly and effectively, the results of detailed analytic work. This course, through repetitive application of a focused set of skills to a body of information of constantly increasing complexity, is designed to prepare intelligence analysts to deliver a variety of written intelligence products. (3 credits)

Advanced Analytical Techniques (INTL 520)

This course is designed to provide an opportunity for students to explore techniques emerging from the intelligence community and physical and social sciences and apply those techniques to intelligence problems. Focusing on a variety of techniques from a variety of disciplines, this course will expose an advanced student to new and potentially useful methods for conducting intelligence analysis. (3 credits)

EXAMPLES OF ELECTIVE COURSE OPTIONS

- Studies in Terrorism
- Intelligence Support to Targeting
- Geospatial Intelligence
- Financial Intelligence Analysis
- Nonproliferation Analysis
- Law Enforcement Intelligence
- Contemporary Leadership in Intelligence
- Competitive Intelligence



Student Grievances and Grade Appeals

Student concerns should first be directed to the course instructor. Further grade appeals may be taken to the Chair of the Applied Intelligence Graduate Programs. Other grievances should be addressed to the Director of Student Services at Mercyhurst University.

NOTE: Students taking classes onsite in Virginia may also contact the State Council of Higher Education for Virginia as a last resort at SCHEV, James Monroe Building, 101 North 14th St., Richmond, VA 23219. Students will not be subject to unfair actions as a result of this process.

Program Cost

New tuition and fees rates are effective beginning in the summer term, 2016. These costs will remain in effect through spring term, 2017.

TUITION (per 3-credit course): \$2,400.00 USD
REGISTRATION FEE: \$50.00 USD
TECHNOLOGY FEE: \$70.00 USD
TOTAL PER TERM: \$2,520.00 USD

NOTE: The certificate covers four terms. However, students are billed for only one class at a time, one per term, so each class is paid for separately. You do not pay for the entire certificate at once.

TUITION AND FEES FOR 4 TERMS: \$10,080.00 USD
BOOKS AND SUPPLIES (EST.): \$150.00 USD
ESTIMATED PROGRAM COST: \$10,230.00 USD

Payment Procedure

Students will be billed directly and will make payment directly to Mercyhurst University. There will be no more paper bills. You can view and pay your bill online through eBill, Mercyhurst's online bill presentation and payment website. Once you are logged into your my.mercyhurst.edu portal, click on the drop down Services menu, then Student Financial Services, and go from there.

Payment in full may be made directly to Mercyhurst by check or money order. Payment plans and credit card payments are administered by Tuition Management Services (TMS). Please contact them at 1-800-722-4867 or www.afford.com if you wish to pay by credit card. A processing fee will be charged to the cardholder by TMS.

Tuition Deferment/Company Tuition Reimbursement

Mercyhurst University allows students who are fortunate enough to have employer tuition reimbursement to delay payment for a term based on the following [policy](#). Student Financial Services requires [documentation](#) and an up-front deposit for the deferment of tuition for students who are company reimbursed. That means sending in the [form](#) and \$125 before the class starts in order to participate in the program. The \$125 is *not a fee*, but a deposit—part of your tuition. The rest of your payment is required within 30 days after the end of the term. If a more detailed bill is needed for reimbursement or company payment purposes, please contact [Office of Student Financial Services](#). The requested upgraded statement will be posted to your eBill, where it can be printed out.

Recalculation Policy for Refunds

The Student Financial Services office will make the necessary recalculation adjustments to the student's account when the student adds, drops, or withdraws from a class during a term. Charges will be recalculated according to the following schedule:

On or before the first day of class: 100% Refunded (including fees)
Up to and including calendar day 8: 100% (including fees)
Calendar days 9 – 15: 80% (not including fees)
Calendar days 16 – 22: 70% (not including fees)
Calendar day 23 – 29: 60% (not including fees)
Calendar day 30 and after: 0% (not including fees)

NOTE: Students enrolled in classes in Virginia are covered by the recalculation policy established by the State Council of Higher Education for Virginia. For specific policy guidelines, please contact the Mercyhurst University Student Financial Services at 814-824-2288 or [Linda Bremmer](#) at 814-824-2170.

Unpaid Bills

Delinquent accounts will be charged a \$150 late fee. Registration will not be permitted, no certificate will be given, nor an official transcript issued to any student until all previous financial obligations with the University are settled.

Credit Application to the Master of Science in Applied Intelligence

The twelve graduate credits awarded through the certificate may be used to partially satisfy the degree requirements for the Master of Science degree in Applied Intelligence offered by the Mercyhurst University Ridge College of Intelligence Studies and Applied Sciences. Students must still fulfill all required courses for the Master of Science in Applied Intelligence.

Note that completion of the Applied Intelligence and/or Business Analytics and Intelligence certificates does not guarantee admission to the online or resident intelligence programs. Two separate application review processes exist for these programs. An overall minimum GPA of 3.0 in certificate is required for acceptance in degree.

**BUSINESS ANALYTICS AND
INTELLIGENCE CERTIFICATE**

Business Analytics and Intelligence Graduate Certificate is a four course, twelve credit hour graduate certificate program. The certificate program is designed to enhance the skills of working professionals in the areas of data extraction, analysis, interpretation, and presentation to decision makers.

The courses are sequential and build on each other. Students must complete the courses listed below in the following sequence:

- Business Writing and Visual Presentation
- Data Analytics for the Private Sector
- Intelligence Elective Course
- Intelligence and Business Strategy

INTL 565: Business Writing and Visual Presentation (3 credits)

This course will focus on written communication skills in intelligence along with how to successfully leverage visual tools to communicate information to business leaders and decision makers. The writing component will focus on concision, clarity, and coherence as well as addressing how to present information effectively using various venues such as portable electronic devices. Students will learn about practical techniques and concepts for visualizing information. An overview of current analytics tools will be presented and leveraged for assignments. In addition to presenting compelling visuals for Business Intelligence, successful participants will become better communicators able to produce highly interactive graphs, reports and dashboards that access and visualize data. The course will also incorporate business presentations that will involve delivering a message orally, supplemented by presentation tools such as PowerPoint and Prezi.

INTL 605: Data Analytics for the Private Sector (3 credits)

Data analytics is the process of generating and delivering information that enables and supports an improved and timely decision process. The aim of this course is to provide the student with an understanding of a broad range of decision analysis techniques and facilitate the application of these methodologies to analyze real-world business problems, arrive at a rational solution, and present the solution to decision makers. Topics covered include: foundations of business analytics, descriptive analytics, predictive analytics, and the use of computer software for statistical and visualization applications (Excel and Gelphi). The course work will provide case studies and present real applications of data analytics.

Student Elective Selection (3 Credits)

For this course in the Graduate Certificate in Business Analytics and Intelligence, students will select from several business-related electives offered or in development by the Ridge School. Possible electives include:

- INTL 595: Geospatial Intelligence
- INTL 560: Cyber Threat Analysis
- INTL 626: Financial Intelligence Analysis
- INTL 520: Advanced Analytic Techniques
- INTL 638: Social Network Analysis

Intelligence and Business Strategy (3 credits)

Intelligence is the practice of analyzing external forces and estimating their potential impact. Strategy is the process of setting objectives, coordinating initiatives, allocating resources and responding to internal and external developments. Intelligence is most effective when it is directly integrated into an organization's strategic decision-making. This course examines the interconnections between competitive intelligence and business strategy. The course provides a detailed overview of the business strategy field, highlighting influential thinkers, key concepts and core analytical frameworks. It describes the evolution of competitive intelligence and strategy in response to current management trends, such as the drive for innovation and the rise of big data. Throughout the course, students have the opportunity to apply both competitive intelligence methods and strategy frameworks to multidisciplinary case studies drawn from a variety of industries and countries.

