The Business Analytics & Intelligence graduate certificate meets the increasing demand of employers for business professionals to expand their understanding of critical analysis, communication for decision-makers and big data visualization. This interdisciplinary certificate integrates components from intelligence analysis, business, and data science curriculum to provide a 12-credit program designed to enhance the skills of working professionals in the private sector. The certificate curriculum also provides the opportunity for specialized study in several areas of expanding importance in business, including financial intelligence analysis, cyber threat analysis, geospatial intelligence, or advanced analytic techniques.

Courses will teach students about business writing, visual presentation, data analytics concentrated in the private sector, and intelligence and business strategy.

After completion, students will understand how to produce and communicate high-quality business analytic and intelligence products that support business strategy.

Complete the four-course certificate (12 credits) within 12 months. The program is only offered online.

Gainful Employment
In compliance with the “gainful employment” regulations under Title IV of the Higher Education Act, as amended, Mercyhurst is disclosing certain cost and career information to prospective students. You can view this information on the Mercyhurst website at: gep.mercyhurst.edu.
CERTIFICATE DESCRIPTION
The Business Analytics and Intelligence Graduate Certificate is a four-course, 12-credit graduate certificate program. It 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:

- **INTL 565** Business Writing and Visual Presentation
- **INTL 605** Data Analytics for the Private Sector
- Intelligence Elective Course (see options below)
- **INTL 625** Intelligence and Business Strategy

The 12 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 Ridge College of Intelligence Studies and Applied Sciences at Mercyhurst University. Course descriptions are available online at [ridgecollege.org](http://ridgecollege.org).

STUDENT ELECTIVE SELECTION (3 CREDITS)
For this course, students will select from several business-related electives offered by the Ridge College. Possible electives include:

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

WHO SHOULD APPLY?
Applicants to this program should have an undergraduate and/or graduate degree in a business-related field or two years work experience as a business professional. Those without business education or work experience may be required to take INTL 540: Competitive Intelligence (3 credits) as a prerequisite course to the certificate. Experience working with spreadsheets and using formulas in Microsoft Excel or a similar application is expected.

APPLICATION REQUIREMENTS
The certificate is open only to individuals who have completed their undergraduate degree. It is not necessary for that degree to be in an intelligence-related discipline. Participants will be selected by the Mercyhurst University Intelligence Studies Admissions Office. Each cohort will begin with a maximum of 20 students.

APPLICATION PROCEDURES:
- Fill out and submit an application form, which can be found at [apply.mercyhurst.edu](http://apply.mercyhurst.edu).
- Submit resume or curriculum vitae.
- Send official transcripts from prior graduate and undergraduate studies to the attention of Kristen Pepe at the address below or by secure and official email transmission to kpepe@mercyhurst.edu. (All documents and credentials submitted must be translated into English; Mercyhurst recommends that international students contact World Education Services at [wes.org](http://wes.org), the foremost organization specializing in transcript and credential evaluation, to provide such translations.)
- International students from countries where English is not a native language must submit an official score report from the TOEFL or IELTS examination.

ADDRESS:
Mercyhurst University
Office of Graduate Admissions
501 E. 38th St.
Erie, PA 16546