

BUSINESS ANALYTICS CONCENTRATION **SKILLS AND CERTIFICATIONS**

Why is analytics important in the field of business?

Business Analytics teaches students the use of data to support decision-making in business. Students understand such relationships as the impact of advertising on sales, and how historical data predict stock returns.

Analytics forges a connection between business and data science to gain a competitive advantage. Business Analytics professionals help organizations decrease overall costs, and better support the customer and the solutions necessary to be successful in a rapidly evolving world.

Graduates from this concentration will be equipped with skills in strategic decision-making. They will propel meaningful business outcomes by interpreting and using data as a compelling strategic asset.

What skill sets will students need to succeed in this field?

- Technical
- Problem Solving
- Critical Thinking
- Communication
- Practical Reasoning
- Administration / Management / Leadership
- Organizational / Process related:
 - Organizational change management,
 - Business process analysis,
 - Business process improvement, and
 - Enterprise strategy and planning.

What types of certifications will Business Analytics prepare students for?

- IIBA Certified Business Analysis Professional (CBAP)
- IIBA Certification of Competency in Business Analysis (CCBA)
- Certified Analytics Professional
- Hortonworks Associate Certification (HCA)
- SAS Certified Big Data Professional



ENTERPRISE RESOURCE PLANNING (ERP)/ SYSTEMS, APPLICATIONS, AND PRODUCTS (SAP) CONCENTRATION SKILLS AND CERTIFICATIONS

Why is ERP/SAP important?

Most organizations in the world use ERP software, which centralizes business processes, and enables collection, storage, management, and interpretation of data from various business divisions. It is also used to automate and streamline interdepartmental workflows.

SAP is a global leader in ERP applications. In this context, it is critical to understand and work with SAP software to position oneself in a competitive job market. SAP ERP products such as SAP BI (Business Intelligence), SAP CRM (Customer Relationship Management) and many more are specially tailored for certain business areas such as Supply Chain Management, Finance, HR, and others. Specializations in these areas can strengthen one's career to reach future goals quicker.

What skill sets will students need to succeed in this field?

- Analytical
- Technical
- Critical & Innovative Thinking
- Collaboration
- Interpersonal Communication
- Ethical Decision Making

What types of certifications will ERP/SAP prepare students for?

- SAP ECC FI (Finance)
- SAP HCM (Human Resources)
- SAP ECC MM (Materials Management)
- SAP ECC SD (Sales and Distribution)
- SAP BI (Business Intelligence)
- SAP Netweaver
- SAP ABAP (Advanced Business Applications Programming)



FINANCIAL ANALYSIS AND RISK MANAGEMENT (FARM) **CONCENTRATION** **SKILLS AND CERTIFICATIONS**

Why is FARM important?

As the financial industry becomes increasingly competitive, studying Financial Analysis and Risk Management (FARM) helps students understand the economy, fiscal performance, financial products, and various financial risks.

Today's economy is faced with numerous uncertainties and complex financial issues that require decision makers to handle the challenges of managing the total risk of the multi-national firms, and develop best practices to support efficient business models.

FARM prepares students to identify and analyze various financial situations, and related sources of risk. They also learn to choose and implement solutions to solve these risks.

What skill sets will students need to succeed in this field?

- Mathematical & Quantitative
- Analytical
- Innovative Thinking
- Technical & Computing Skills
- Interpersonal Communication
- Ethical Decision Making

What types of certifications will FARM prepare students for?

- Chartered Financial Analyst (CFA)
- Financial Risk Manager (FRM)
- RIMS Certified Risk Management Professional (RIMS-CRMP)
- Certified Regulatory and Compliance Professional (CRCP)
- Certification in Risk Management Assurance (CRMA)
- Enterprise Risk Management Certified Professional (ERMCP)

HEALTHCARE MANAGEMENT CONCENTRATION **SKILLS AND CERTIFICATIONS**

Why is Healthcare Management important?

An MBA in Healthcare Management is designed to prepare students to run operations and services in healthcare facilities. Students pursuing this concentration learn principles of business, marketing, finance, and management as they relate to the U.S. healthcare system.

The healthcare field has grown at a phenomenal rate in recent years. The medical profession currently faces numerous challenges, including aging populations, changes in medical and insurance regulation, among others. This has prompted a need for professionals who understand the administrative and governance aspects of the healthcare industry. The U.S. Bureau of Labor Statistics (BLS) forecasts an increase of over 4 million jobs in healthcare by 2022.

What skill sets will students need to succeed in this field?

- Analytical
- Technical
- Communication
- Financial Management
- Industry Knowledge
- Detail Oriented
- Interpersonal
- Leadership
- Critical Thinking
- Coordination
- Ethical Decision Making

What types of certifications will Healthcare Management prepare students for?

- Fellow of the American College of Healthcare Executives (FACHE)
- Certified Professional in Healthcare Information and Management Systems (CPHIMS)
- Certified Professional in Healthcare Quality (CPHQ)
- Certified Professional in Healthcare Risk Management (CPHRM)
- Certified Medical Manager (CMM)

MANAGEMENT INFORMATION SYSTEMS (MIS) CONCENTRATION SKILLS AND CERTIFICATIONS

Why is MIS important?

Management Information Systems (MIS) uses information technology (IT), people, and business procedures to record, store and transform data. There is a growing need for MIS in every organization to make effective decisions, to facilitate communication with internal and external stakeholders, and to keep records.

MIS will teach students how businesses use information systems to operate. Students will also learn how to manage various information systems to serve industry. The MIS manager evaluates business needs and designs and maintains computer applications to meet the identified needs. Managers will use information systems regardless of the positions they hold e.g. Finance, HR, etc.

What skill sets will students need to succeed in this field?

- Analytical
- Critical Thinking
- Strategic Thinking
- Technical Proficiency
- Project Management
- Collaboration
- Interpersonal Communication

What types of certifications will MIS prepare students for?

- Certified Scrum Master (CSM)
- ITIL Foundation
- Certified Information System Auditor (CISA)
- Certified in the Governance of Enterprise IT (CGEIT)
- COBIT 5 Foundation Certification
- Certified Software Quality Engineer (CSQE from ASQ)
- Certified Software Quality Analyst (CSQA)
- Six Sigma Certification



PROJECT MANAGEMENT CONCENTRATION SKILLS AND CERTIFICATIONS

Why is Project Management important?

Within scope, time and budget - these are the triple constraints facing a project manager. Project Management represents a unique blend of skills (see below). As a result of earning these skills, project managers are able to work across all industries.

The Project Management Institute (PMI), an international organization for project managers, estimates the job growth in eleven (11) countries (China, India, USA, Japan, Brazil, Germany, UK, Canada, Australia, Saudi Arabia, and UAE) as follows: *“through 2027, the project management-oriented labor force in seven project-oriented sectors¹ is expected to grow by 33 percent, or nearly 22 million new jobs”*(PMI, 2017)²

What skill sets will students need to succeed in this field?

- Leadership
- Technical Proficiency
- Strategic Thinking
- Business Management (budgeting, planning, scheduling, and scope)
- Soft Skills (negotiation, communication, and conflict resolution)
- Problem Solving
- Organizational Awareness
- Interpersonal Collaboration

What types of certifications will Project Management prepare students for?

- Project Management Professional (PMP)
- Certified Associate in Project Management (CAPM)
- Certified Scrum Master (CSM)
- Agile Certified Practitioner (PMI-ACP)
- Certified Project Manager (IAPM-CPM)

¹ Seven project-oriented sectors are: Healthcare, Manufacturing and Construction, Information Services and Publishing, Finance and Insurance, Management and Professional Services, Utilities, and Oil and Gas

² https://www.pmi.org/-/media/pmi/documents/public/pdf/learning/job-growth-report.pdf?sc_lang_temp