DATA SCIENCE

Companies today are focusing more and more on collecting and monitoring data. This tidal wave of information has led to a demand for professionals who can understand, create and evaluate these analytics.

In fact, a recent McKinsey Institute analysis predicts there will be a shortfall of 140,000 to 190,000 candidates with deep analytical talent, plus a need for an additional 1.5 million data-savvy managers by 2018. If you've got a knack and passion for data, now's the time to build your skillset and establish your niche.

THE PROGRAM

Rockhurst offers two unique data science certificate programs, one focusing on business analytics and the other emphasizing business intelligence. Both programs examine techniques for predictive and descriptive modeling, using concepts that bridge gaps among statistics, computer science and business strategy.

CURRICULUM

Each data science certificate consists of six courses (12 credit hours) that will help you move beyond Excel and standard SQL reporting and into big data. You'll learn to build predictive models and dynamic dashboards, as well as how to work with large data sets and mine data from social media and websites.

Classes meet one evening per week for eight weeks. If you take one course per eight-week session, you will complete the program in about 15 months.

Core Courses

You'll take a core curriculum that consists of:

- Business intelligence
- Applied data mining
- Data visualization

Business analytics includes courses in:

- Predictive models
- Text mining
- Preparation and analysis for big data

The business intelligence track includes courses in:

- Web and social media analytics
- Dashboard creation and implementation
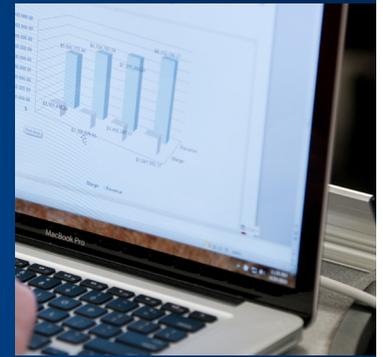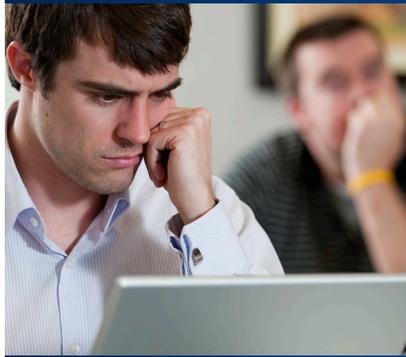- Analytics and strategy

BUSINESS ANALYTICS VS. BUSINESS INTELLIGENCE

If you're looking for a program that offers you an in-depth look into the technical skills of data science, the business analytics certificate is for you. On the other hand, the business intelligence certificate prepares you to enhance your skills at a more strategic level.

Both programs will teach you how to use many of the common, typically open-source, data science tools such as:

- R and RStudio
- Python with Pandas
- Tableau
- MicroStrategy
- Google Analytics
- MySQL/Oracle

All classes are taught in a workshop format, where each week students receive new datasets and learn methods to understand and analyze the data.

DATA SCIENCE

FREQUENTLY ASKED QUESTIONS

Not sure if enrolling in a certificate program is for you? Let us help answer a few questions you may have.

Can I fit this into my busy schedule? Both certificate programs are designed with the working professional in mind. Classes meet once per week from 5:45 to 9 p.m. Courses are eight-weeks long, allowing you to earn your certificate at a pace that works for you.

Is the program affordable? The 2014-15 total tuition cost for the certificate program is $7,800, excluding technology fees or course materials. This is much less expensive than a full master's degree.

What are the prerequisites? To enroll in the program, you need to have completed an accredited bachelor's degree and have taken a basic statistics course. Exposure to any programming language and a desire to find interesting patterns in company data is also required.

Can I complete the projects with my company's data and analytic tools? You're encouraged to use coursework to solve relevant business problems.

THE ADMISSION PROCESS

Apply in two easy steps.

1. **Complete an application for admission.**

2. **Submit your official transcripts** for degree-granting undergraduate and graduate coursework. Electronic transcripts may be sent to jennifer.plaster@rockhurst.edu. Official transcripts can be mailed to:

    Rockhurst University
    Graduate Business Programs
    Conway Hall, Room 201F
    1100 Rockhurst Road
    Kansas City, MO 64110-2561

ENROLLMENT INFORMATION

After submitting your application and transcripts, you will meet with the director of graduate business advising to map out a personalized schedule. This flexible schedule is built based on your graduation timeline and selected certificate track.

With five points of entry, you may begin the program in January, March, June, August or October.

Data science certificate programs may be completed in as little as 15 months.

AACSB Kansas City's Only Private AACSB Accredited Institution.

To apply or for more information on admission requirements, visit **rockhurst.edu/datascience** or contact the graduate business office at **helzberg@rockhurst.edu** or **816-501-4632.**