SAS® Joint Certificate Programme

Distinguish your programme and your students

Contact Us
sas.com/uk/academic
ukacademic@sas.com

Analytical talent is in short supply and high demand in today's business world. SAS seeks to bridge that gap by partnering with universities to offer the SAS® Joint Certificate Programme.

SAS, the leader in business analytics software, has deep roots in academia. The SAS® Global Academic Programme has created the SAS® Joint Certificate Programme to better assist universities in preparing students to work in a data-rich business environment. The joint certificate documents students' course-work using SAS' award-winning software to solve real-world business problems, giving students a competitive advantage in the marketplace.

Certificate Approval

The joint certificate was designed to utilise a department's existing courses to reduce complexity and speed up approval cycles. SAS will also assist departments interested in developing new curricula or courses for adoption within the certificate.

Most joint certificates are awarded as part of an existing degree programme, but stand-alone, non-degree certificate proposals are also considered. Our process for developing and administering a joint certification is as follows:

- The university creates new courses, or selects existing courses, to be part of the Certificate, and contacts SAS at **ukacademic@sas.com**.

- Course content is reviewed and approved by SAS. The theme and title of the certificate is decided by the university in conjunction with SAS.

- The university delivers the instruction, ver-ifies the students have met the Certificate requirements, administers the programme, and creates and awards the Certificates.

- SAS licences the university to use the SAS logo on the Certificate and related market-ing materials.

- SAS lists the Joint Certificate Programme on **sas.com/uk/academic**.

Certificate Content

The value to employers lies in the certificate holders' demonstrated skill in applying analytical concepts to real business problems using real business data. Universities are therefore encouraged to make the course content as applied as possible and incorporate teamwork, presentation skills and business applications where possible.

Much of the content of the courses will be determined by the theme or topic of the certificate. The certificate must include a minimum of 12 semester hours of course credit or the equivalent. SAS® software is not required to be used in all courses, but it is required in all courses where analytical technology is appropriate.

Throughout the programme, students should be involved in the hands-on analysis of data. The certificate programme requires the completion of one or more major projects using a large set of real data.

The project can be an end of course project, a capstone project or a project-based course. Project results should be presented in a formal manner to ensure that students have first-hand experience in delivering the findings to peers and upper management representatives. Set your programme and your students apart by offering the SAS Joint Certificate Programme at your university. For more information about the SAS Joint Certificate Programme or any resource offered by the SAS Global Academic Programme, contact us at **ukacademic@sas.com**.

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SAS® ANALYTICS

"We see our close collaboration with SAS as a major selling point of our programme. The possibility of obtaining SAS certifications as part of the programme provides significant value to the students.

Dr Arne Strauss
Associate Professor of Operational Research and Course Director
of the MSc Business Analytics
University of Warwick

"Although the academic year 2014/15 is the second year of offering SAS course on the MSc level, we have attracted 110 students across programmes and schools, and the course is highly evaluated by all students. The mastery of SAS skills and the joint certification can definitely make our students stand out from the crowd in the future workplace.

Dr. Yu-wang Chen
Lecturer in Decision Sciences and Co-director of MSc Business
Analytics Programme,
Manchester Business School, The University of Manchester

"Regent's University London's long term academic relationship with SAS has enabled us to integrate analytics into our business programmes to provide students with a competitive edge in the age of big data.

"SAS solutions offer an innovative way of developing analytical skills for all our business students and the SAS Joint Certificate ensures that Regent's graduates are highly sought after by leading international organisations.

Dr Anabel Gutierrez
Principal Lecturer in Business Analytics and MSc Digital Marketing
& Analytics – Programme Development Leader
Regent's University London