



SAS® Joint Certificate Program

Distinguish your program and your students

Contact Us

sas.com/au/academic
academic@oz.sas.com



THE
POWER
TO KNOW.

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 Program.

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

Certificate Approval

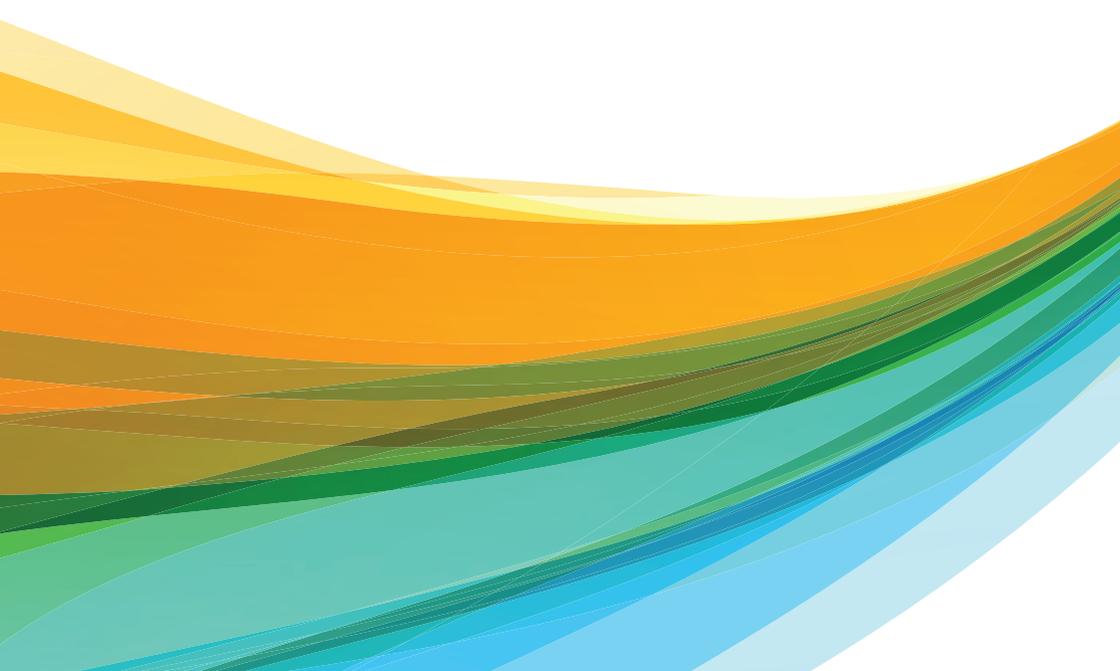
The joint certificate was designed to utilize a department's existing courses to reduce complexity and speed up approval cycles. SAS will also assist departments interested in developing new curricula or courses for adoption within the certificate.

Most joint certificates are awarded as part of an existing degree program, 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.
- 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, verifies the students have met the certificate requirements, administers the program, and creates and awards the certificates.
- SAS co-signs the certificates.
- SAS provides the university permission to use the SAS logo on the certificate and related marketing materials.

SAS lists the certificate program at sas.com/teach



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.

Typically 5 degree program courses must be included, as part of the certification. 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 program, students should be involved in the hands-on analysis of data. The certificate program 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 program and your students apart by offering the SAS Joint Certificate Program at your university.

For more information about the SAS Joint Certificate Program or any resource offered by the SAS Global Academic Program, contact us at academic@sas.oz.com



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Our strategic partnership with SAS is the most important reason for the success of our data mining and analytics certificate program that has graduated more than 600 students in last 10 years. A combination of SAS and OSU certificate along with multiple SAS certifications make our candidates extremely attractive in the job marketplace.”

Dr. Goutam Chakraborty
Professor (marketing) and Director of
Graduate Certificate Program in Business Data Mining

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‘In early 2014, we started thinking about how we could effectively address the big changes that are now occurring in the business world, and particularly changes related to organisations needing to become more data-informed – more evidence-based in their decision making. This led to our aim of establishing Melbourne Business School as a global thought leader in analytics for business and since SAS is the dominant player in this area, we started the conversation with them that led to our collaboration’.

Ujwal Kayande
Professor of Marketing, Director of the Centre for Business Analytics,
Melbourne Business School



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