

Competitive Business Intelligence, Graduate Certificate

Mission Statement

The Graduate Certificate in Competitive Business Intelligence (<https://scs.georgetown.edu/programs/GCCBI/graduate-certificate-in-competitive-business-intelligence/>) gives students the opportunity to master techniques for effectively gathering, analyzing, and applying information to support decision-making and increase competitiveness. Grounded in a global perspective, students examine market trends and how they impact organizations and can be used to achieve competitive advantage on a global scale.

Learning Goals

1. Analyze competitive market strategies by applying advanced frameworks, data analytics, and intelligence methodologies to assess product, market, and industry trends.
2. Apply artificial intelligence, data-driven decision making, and digital transformation tools to enhance the collection, processing, and interpretation of competitive business intelligence.
3. Incorporate cybersecurity and cyberthreat intelligence into competitive assessments, recognizing the strategic significance of information security for organizational resilience and advantage.
4. Synthesize intelligence outputs into strategic recommendations and communicate findings effectively to diverse stakeholders such as executives, customers, and professional networks.
5. Address the impact of disruptive technologies and global market shifts, aligning intelligence practices with organizational strategy and decision-making needs.

Corresponding MPS Degree Programs

Courses completed in the Competitive Business Intelligence Graduate Certificate program can be applied towards the MPS degrees in Applied Intelligence, Technology Management, and Information Technology Management.

Licensure Disclosure

This program does not provide any professional licensure or certification, nor is it intended to prepare students to sit for any specific professional licensing or certification exam(s). Though not required, students in these programs may wish to research and seek certifications through professional organizations in their field.

Courses that count toward the Graduate Certificate include the following:

Code	Title	Credits
Select 4 courses		12
MPAI 6650	Bus Intell Big Data & Analytis	
MPAI 6725	Info Management for Comp Intel	
MPAI 6730	Competitive Intel Org Design	
MPAI 6735	Global Comp. Intelligence	
MPAI 6750	Information Security	
MPAI 6775	Cyber Threat Intelligence	
MPIT 5900	Strategic IT Gov&Resource Mgmt	
MPIT 6600	Disruptive Tech & Org Change	
MPIM 6710	AI Leadership & Mrkt Analysis	
MPIM 6720	AI and Data-Driven Decision	

These requirements cannot be waived or substituted under any circumstances. **All coursework must be completed at SCS.** Transfer credit or courses taken within other schools at the University cannot count toward Graduate Certificates.

Requirements

To qualify for the Graduate Certificate in Competitive Business Intelligence, students meet the minimum requirements:

- Complete 12 credits (4 courses) within two years of beginning the program
- Maintain a minimum cumulative GPA of 3.000