



# **ACCA Certificate in Business Analytics.**

**Delivered in partnership with Columbia Business School**

**ACCA**

 **Columbia Business School**  
Executive Education

# About this certificate

Whether you are leading an organisation, managing a team, or pursuing your next professional chapter you will have an opportunity to:

- understand the fundamental concepts and quantitative analytical methods to think critically about data and the analyses of data performed by or presented to your team
- practice the most common analytical methods and techniques in various industries and sectors to develop data-driven insights and support your business decisions
- feel empowered to identify and evaluate opportunities for creating value for your organisation
- explore the strategies and challenges to implement analytical approaches within your organisation.

**Start date:** 15 September 2025 (Orientation week, followed by Module 1 starting on 22 September 2025)

**End date:** 12 December 2025\*

**Estimated time commitment:** 36 hours over 12 weeks

\* Participants will have access to the programme materials until 31 January 2026.

# Syllabus content

ORIENTATION MODULE	Live session:
Getting started	
Module 1	Live session
<p><b>1.1 Introduction to Business Analytics</b> This session introduces business analytics and its main levers that organisations use to capture value through it. <i>Case – Nomis Solutions (part A)</i></p> <p><b>1.2 Lending analytics – Nomis (B)</b> In this session, we review a common tool to leverage the data for predicting outcomes: logistic regression. <i>Case – Nomis Solutions (part B)</i></p>	
Module 2	Live session
<p><b>2.1 Recommendation analytics – Pandora</b> In this session, we discuss the possibilities offered by big data and the possibilities for mass customisation of services. <i>Case – Pandora</i></p> <p><b>2.2 Quality of predictions and classification – Tahoe Healthcare</b> In this session, we discuss how to assess the quality of predictions and quantify the errors one may make when predicting 0/1 outcomes. <i>Case – Tahoe Healthcare</i></p>	
Module 3	Live session
<p><b>3.1 Financial analytics – training and testing models</b> In this session, we discuss the notion of in-sample and out-of-sample predictions, and how the latter is key to properly assess the quality of predictions.</p> <p><b>3.2 Skill versus luck sports analytics</b> In this session, we discuss how to disentangle skill versus luck when attempting to make predictions about future performance, eg of sports players or investors.</p>	
Module 4	Live session
<p><b>4.1 Testing – channel management in retail</b> This session introduces a tool, Difference in Differences, to test the quality of changes in decisions in complex environments, in the absence of perfect experiments. <i>Case – Home and Kitchen</i></p> <p><b>4.2 Simulation – pension analytics</b> In this session, we introduce simulation, a tool to evaluate decisions in the presence of uncertainty.</p>	
Module 5	Live session
<p><b>5.1 Optimisation analytics – pharmaceutical detailing</b> In this session, we introduce how to formalise the optimisation of many decisions while accounting for different kinds of physical and business constraints. We also practice making decisions in the presence of multiple objectives, by exploring the notion of efficient frontier.</p> <p><b>5.2 From concept to deployment – Zara</b> This session will bring together many of the concepts developed during the course and provide a view of the entire analytics lifecycle. <i>Case – Evaluating Zara’s legacy distribution.</i></p>	
Module 6	Live session
<p><b>6.1 Business analytics: frontiers, emerging challenges, and application</b> In this session, we will review some of the main concepts covered but also discuss emerging challenges such as bias and algorithmic fairness.</p>	

## Assessment and certificate and digital badge

The final assessment includes 20 questions and contains a variety of question types. The assessment can be attempted three times in total, and all attempts must be taken by 31 January 2026.

The pass mark to achieve the certificate is 50%.

This assessment is the only graded one and is in addition to any of the ungraded self-assessment checks and exercises which will take place throughout the modules. You will need to answer all the self-assessment checks, gaining at least 80% in each one, to pass the programme.

To receive the ACCA Certificate in Business Analytics you must successfully complete the modules and pass the final assessment. Once you have done this, the certificate will be available to download from the ACCA Learning site.

The certificate is co-branded by ACCA and Columbia Business School.

A digital badge is also awarded to those who successfully complete the programme. This badge can be used on social media as a symbol of your achievement.

# FAQS

## How much time should I commit to this programme?

The programme is approx 36 hours of learning over 12 weeks. You should aim to complete a module every two weeks which will take approx 4–6 hours to learn the core materials. There are two sessions per module, and each session includes a set of lecture videos, readings, self-reflection exercises, and worksheets which should take 2–3 hours to complete. The course leader(s) will discuss the learning from each module across the live sessions. There are six modules in total (not including the Conclusion and bonus Python module).

## How do I access programme materials?

All programme materials are available via ACCA Learning. The modules are organised in sequential number order with content relevant to each module available in that module folder.

The content is organised by module with a sequential series of short lecture videos (on average 5–8 minutes per video). To begin viewing lecture videos within the module activity, click the “Continue” button. If you would like to view the full list of materials, you can click on the “<” button on the top left corner.

The live sessions will be held on Zoom, and you need to register for each session (please see below question for further information on the live sessions). The links to register are in each module folder within the programme.

The final assessment is contained in the Assessment folder.

## How long do I have access to programme materials for?

The programme runs from 15 September to 12 December 2025. Following the end of the programme, you will have access to the materials until 31 January 2026 to revisit/complete the programme and pass the assessment.

## Can I copy/download programme materials?

Copyright of the materials posted on this site is owned by or licensed to Columbia Business School with all rights reserved. Participants agree to abide by all copyright notices and restrictions contained on the course site. Participants may not copy, distribute, input into a database, display, perform, create derivative works of, transmit, or otherwise use any materials from the programme (including computer programs or other code) (“site materials”).

## Do I need any previous experience in data analytics to complete this programme?

While there are no prerequisites, it is encouraged that participants be familiar with basic math and algebra. Working knowledge of Excel formulas and some functions are also recommended to be comfortable with the material.

## Do I need to complete all the self-assessment questions?

Yes, we encourage you to complete each module’s self-assessment to practice solving problems that resemble what you can expect in the final assessment.

## How do I attend a live session?

The live sessions will be held on Zoom. Participants should pre-register for each session they plan to attend using the links within each module folder.

- Download the calendar invitation (or save the email) with the confirmation details of each session for ease of access.
- Submit your questions to the course leader(s) before each session. The questions you have can be used to drive the session, making the sessions completely relevant to you.

#### **Do I have to attend all live sessions?**

No, you don't need to attend all the live sessions, but we recommend that you attend as many as possible. This is a great source of learning, directly from the course leader(s). It also allows you to interact with your peers.

If you are unable to attend a live session, the recording will be made available in the Live session folder, soon after the session has taken place.

#### **Do I need to complete the bonus Python module?**

No, this is an optional module for participants with experience using Python.

The bonus Python module does not offer introductory tutorials for beginners and requires previous knowledge and experience in using Python.

Before proceeding, ensure that:

- you have experience using Python, including Pandas for data analysis. If you have taken Columbia Business School's "Python for Managers" class, you have the pre-requisite knowledge
- you have Python and Jupyter Notebook installed on your computer.

If you do not have the pre-requisites above, you are welcome to proceed with this module, but you are likely to have some difficulty with the material.

#### **I'm having some technical issues installing the Excel add-in tool.**

This programme features an optional Excel Add-in to supplement the hands-on learning experience however, there is no requirement to download or use it to achieve your certificate.

If you do want to install the BA Excel Add-In, the installation file will help (choose your download file based on whether you have 32-bit or 64-bit Excel).

There are instructions, troubleshooting guide and user manual in the 'Introduction' section of the programme.

#### **How do I access the discussion boards?**

There is a unique discussion board that corresponds to each of the six modules. You can find the links to the discussion boards within the 'Collaborate' section of the programme. The discussion boards should open in a new window where you can make comments and interact with other participants.

#### **Is there a time limit for the assessment?**

Yes, you have 90 minutes for each attempt to complete the final assessment.  
You have three attempts to pass.

#### **How do I gain the certificate?**

To receive the ACCA Certificate in Business Analytics you must successfully complete the programme (watch the lecture videos and take the self-assessments) and pass the final assessment.

We encourage you to complete each module's self-assessment to test your understanding of the concepts, theories and formulas presented in preparation for the final assessment.

The certificate is co-branded by ACCA and Columbia Business School. All the content within the programme will be available to participants for seven weeks after the programme finishes.

THE DETAILS CONTAINED IN THIS DOCUMENT ARE SUBJECT TO CHANGE DUE TO THE NATURE OF THE LIVE ELEMENTS OF THIS PROGRAMME.

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**THINK AHEAD**

