
Business Applications of Statistics and Data Analytics



Business Applications of Statistics and Data Analytics, developed for the National Association for Business Economics.

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About the Author

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Dr. Luea has extensive teaching experience that includes positions at Vanderbilt University, Tennessee State University, and University of California, Berkeley. She has taught across the business curriculum and has won numerous teaching awards in that capacity. Specifically, she has extensive experience teaching statistics, econometrics, and quantitative methods at both the undergraduate and graduate levels. In addition, she has an active research agenda that includes peer-reviewed publications and successful grant experience.

About NABE

The National Association for Business Economics is the premier professional association for business economists and others who use economics in the workplace. Since 1959, NABE has attracted the most prominent figures in economics, business, and academia to its membership with highly-regarded conferences, educational and career development offerings, industry surveys, and its unrivaled networking opportunities. Past presidents of NABE include former Chairman of the Board of Governors for the Federal Reserve System, Alan Greenspan, several former Federal Reserve Governors, and other senior business leaders.

NABE's mission is to provide leadership in the use and understanding of economics.



The Certified Business Economist™ (CBE) is the Certification in Applied Economics and Data Analytics.

The CBE designation is a symbol of distinction that business economists and analysts earn by meeting a prescribed level of achievement. It documents your professional accomplishments, experience, and abilities.

The Curriculum:

Applied Econometrics

This program covers cutting-edge developments in econometric methodologies and quantitative analysis, emphasizing business applications of statistical techniques.

Business Applications of Statistics and Data Analytics

This program in statistics and quantitative methods focuses on practical, applied problems and covering topics as hypothesis testing, tools for working with big data, basic regression methods, and diagnostics.

Economics of Strategy and Managerial Decision Making

This program covers the integration of microeconomic theory with real-world business scenarios to facilitate decision making, problem solving, and planning.

Economic Measurement Seminar

Instructed by leading data users and data providers, this program provides an overview of the sources and characteristics of the most vital economic statistics.

Communication and Presentation Skills for Business Economists and Analysts

A prerequisite for the CBE designation, this program offers the skills needed for effective verbal communication and best practice presentation tools and techniques.

Writing Skills for Business Economists and Analysts

A prerequisite for the CBE designation, this program provides useful tips for effective written communication and identifies common pitfalls experienced by writers in communicating technical information to clients and end users of varying levels of sophistication.

The CBE Examination:

Today's business economists and analysts are expected to master a wide array of disciplines. The CBE examination is based on an advanced body of knowledge, developed and reviewed by leading business economists to ensure that it reflects the most relevant information and core competencies sought by today's top employers.

The CBE Exam is designed to be a comprehensive multiple-choice assessment, testing a candidate's practical and applied knowledge in the following areas:

- Applied Econometrics
- Business Applications of Statistics and Data Analytics
- Economic Measurement
- Economics of Strategy and Managerial Decision Making
- Macroeconomics and Microeconomics

Candidates may choose prepare independently or enroll in NABE's courses if guided learning is preferred. Detailed content outlines will be posted for each subject area and sample test questions will be available.

The Certified Business Economist Requirements*:

- Examination - candidates must pass a comprehensive practical examination.
 - Membership - candidates must be a member in good standing with NABE.
 - Experience - candidates must have two years of work experience in applied business economics or in a related field.
 - Education - candidates must attain at least a four-year degree.
 - Curriculum Requirements - candidates must complete NABE's Communication and Presentation Skills for Business Economists and Writing Skills for Business Economists certificate courses or courses deemed equivalent by NABE.
 - Ethics - candidates must sign and adhere to the NABE Code of Ethics.
- Continuing Education/renewal - designees are required to earn 30 hours of continuing education every two years to renew the certification. A renewal fee applies.

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