

Certificate in Business Analytics

A certificate in business analytics allows one to analyze data from any industry including manufacturing, service, health, government and nonprofit. INFORMS (Institute for Operations Research and the Management Sciences (<https://informs.org>)) defines analytics as "the scientific process of transforming data into insight for making better decisions." With this certificate, students learn quantitative tools that help build descriptive, predictive and prescriptive models.

Program Requirements

An overall grade point average of at least 2.000 for all courses comprising the certificate program, and no grade below C, is required to earn the certificate.

A student must complete 12 credit hours including the following:

Course	Title	Hours
BSAN/FIN 675	Analytics Decision Modeling with Spreadsheets	3
Select three courses from the following		9
FIN 450	Financial Modeling	
MKT 403	Marketing Research	
BSAN 710	Python Programming for Business	
FIN 790A	Finance Analytics: Contemporary and Traditional Topics	
MIS 600	Database Management Systems	
BSAN 775	Introduction to Business Analytics	
BSAN 734	Introduction to Data Mining and Machine Learning	
BSAN/MIS 750	Data Visualization	
BSAN/DS 760	ERP: Enterprise Resource Planning	
ACCT 580	Data Analytics for Accountants	
Any course 600 or above with director approval		
Total Credit Hours		12