

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>)¹) 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.

¹ Link opens new window.

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