

BUSINESS ANALYTICS, GRADUATE/ PROFESSIONAL CERTIFICATE

REQUIREMENTS

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Code	Title	Credits
Foundation Course		2
Students must complete at least 2 credits from the following courses.		
GEN BUS 704	Data to Decisions	
	or GEN BUS 307 Business Analytics II	
Specified Areas of Study¹		9
One course in the area of "Analytic Tools & Methods"		
One course in the area of "Analytic Steps"		
One additional course from "Analytic Tools & Methods" or "Analytic Steps" that is outside the School of Business department housing the student's major program.		
Total Credits		11

¹ Depending on course selection, student may need more than 3 courses to reach the 9 credit minimum.

ANALYTIC TOOLS & METHODS

Code	Title	Credits
ACT SCI 654	Regression and Time Series for Actuaries	2-3
ACT SCI 655	Health Analytics	3
GEN BUS 656	Foundations of Statistical Learning for Business Analytics	2-3
GEN BUS 720	Data Visualization for Business Analytics	1-2
GEN BUS 730	Prescriptive Modeling and Optimization for Business Analytics	2-3
GEN BUS 740	Experiments and Causal Methods for Business Insights	2-3
GEN BUS 760	Data Technology for Business Analytics	2-3
GEN BUS 780	Cloud Technology for Business Analytics	1
INFO SYS 322	Introduction to Databases	3
MARKETNG 775	Social Media Marketing	2-3
MARKETNG 815	Marketing Analytics	2-3
OTM 714	Supply Chain Analytics	2-3
R M I 660	Risk Analytics and Behavioral Science	3

ANALYTIC STEPS

Code	Title	Credits
ACCT I S 640	Foundation in Accounting Analytics	3
FINANCE 635	Business Valuation	3
M H R 614	People Analytics	2-3
MARKETNG 710	Marketing Research	2-3
MARKETNG/OTM 727	Information Technology in Supply Chains	3
MARKETNG 745	Digital Marketing Analytics	2-3
OTM 752	Project Management	1-3
R M I 655	Risk Financing Techniques	3