



Online  
**CERTIFICATE IN BUSINESS ANALYTICS**

12 Credit Hours

## Admission Requirements:

- Application and processing fee.
- Official transcripts from the accredited colleges or universities that awarded the baccalaureate degree.
- Minimum undergraduate cumulative GPA of 3.0, probationary status may be granted.
- Course prerequisites of Statistics.
- Letter of Intent.
- Professional Resume.

## Cost:

- Per Credit - \$732
- Per Course - \$2,196
- Total Tuition - \$8,784

# CERTIFICATE IN BUSINESS ANALYTICS



## Curriculum:

### **BUSA 550: Foundations of Analytics**

An introduction to the field of analytics, with emphasis on its application in organizations. Topics include data and information acquisition, analysis and application; data visualization and reporting; technological and organizational practices to support evidence-based decision making; and legal, ethical and privacy issues.

### **IS 680: Data Mining**

Introduction to the principles, techniques, and tools needed for data mining. Students will learn to use data to make decisions, predict, and estimate outcomes. Course will include case studies, allowing students to review industry cases and use data to make decisions about business strategy.

### **IS 682: Data Management**

Overview of the process and tools of data management. Topics include available tools, databases, data acquisition, crowdsourcing, querying, and data cleaning. Students will learn how to effectively collect, organize, and manage data from various sources.

### **IS 684: Data Visualization and Reporting**

Provides an introduction to statistical computing and graphic software applications such as MS Office Excel and PowerPoint, R, and Tableau, to create various means of data visualization. Explores various data visualization methods involved in the process of taking raw data, creating visualizations, and reporting findings. Provides overview of Big Data, ethics particular to this current phenomenon, and interactive graph design to give students an understanding about designing effective large current data graphs to be explored and customized by anyone, even those without deep IT experience.