

# Business Analytics, Graduate Certificate

Analytics—broadly defined as the scientific process of transforming data into insight for making better decisions—plays an increasingly critical role in business. Companies must be able to access and analyze this data intelligently. As the recognition of analytics has grown, so has the demand for analytics education.

The focus on business analytics entails a specific approach targeting the core business disciplines of business, including operations, information technology, finance, marketing, accounting, and human resources, among others.

## Learning Outcomes

- Graduates will exhibit knowledge and skills relevant to data and its applications in business. They will demonstrate competence in the sub-areas of descriptive analytics, predictive analytics, and prescriptive analytics.
- Graduates will understand and explore ethical and privacy issues related to the use of data in the modern world. They will contemplate ethical and privacy issues arising in their own work and express a working knowledge of the major ethical and privacy issues facing the business analytics profession, supported with examples from current events.
- Graduates will demonstrate the ability to be effective team members in a diverse and complex world. They will engage in effective team processes and lead and support others to achieve collective goals.

## Requirements

The graduate Certificate in Business Analytics requires 15 s.h. of credit. Students must earn a Graduate College major program grade-point average (GPA) and UI cumulative GPA of at least 2.75 to complete the certificate.

Applicants must meet the admission requirements of the Graduate College and the Certificate in Business Analytics. For additional information, see the Manual of Rules and Regulations on the Graduate College website and Certificate-Only Admissions on the Tippie College of Business website.

With program approval, students may count up to 6 s.h. of previous graduate or professional coursework toward the certificate.

Certificate courses are offered online. Students should consult MyUI for course availability and/or discuss course offerings with their advisor.

The Certificate in Business Analytics requires the following coursework.

| Course #      | Title                      | Hours |
|---------------|----------------------------|-------|
| All of these: |                            |       |
| BAIS:6040     | Data Programming in Python | 3     |
| BAIS:6050     | Data Management            | 3     |
| BAIS:6070     | Data Science               | 3     |
| BAIS:9110     | Advanced Analytics         | 3     |
| One of these: |                            |       |
| BAIS:9100     | Data and Decisions         | 3     |
| MBA:8150      | Data and Decisions         | 3     |

If a core certificate course is waived, the course must be replaced with BAIS:6140 Visual Analytics to meet the 15 s.h. to earn the certificate. Semester hour credit cannot be reduced if a curricular waiver is granted. If a student is approved for an additional curricular waiver, the waived course(s) must be replaced by an approved business analytics elective.

## Academic Plans

### Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

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This sample plan is currently being reviewed and will be added at a later date.