

# 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 may be allowed to apply up to 6 s.h. of previous graduate or professional coursework toward the certificate with program approval. A major program grade-point average (GPA) and cumulative GPA of at least 2.75 is required in order to complete the certificate.

Certificate courses are regularly offered online.

Applicants must meet the admission requirements of the Graduate College and the certificate in business analytics; see the Manual of Rules and Regulations on the Graduate College website and the certificate in business analytics admission guidelines on the Tippie College of Business website.

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 and Visual Analytics	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 an approved analytics elective.