

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 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) 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 3 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.

Graduate Education

Graduate education prepares students with advanced knowledge and skills in specialized fields. At the University of Iowa, the Graduate College advocates for student-centered graduate education and supports equitable application of rules and policies across graduate programs.

Academics

University of Iowa graduate credentials are regulated by policies and requirements found in the Graduate College Manual of Rules and Regulations. This includes minimum grade-point average (GPA) requirements for academic standing and degree conferral. The Graduate College sets the minimum requirement. Individual graduate programs may establish higher GPA requirements.

Admissions

Graduate student applicants must meet admission requirements for both the Graduate College and the program to which they have applied. University of Iowa graduate admission requirements are published by the Graduate College and on the Graduate Admissions website.

Financial Support

Graduate students might be eligible for financial support. Several contingencies apply, including degree program and award type, satisfactory progress toward degree, satisfactory completion of all duties related to an appointment, and availability of funding. Graduate students should inquire directly with their program for more information about funding availability. The Graduate Student Employment Standards govern the employment relationship between the University of Iowa and all graduate teaching and research assistants in all matters except wages, which are covered by an existing collective bargaining agreement or the conditions of an applicable federal grant.

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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Course	Title	Hours
Academic Career		
Any Semester		

15 s.h. must be completed for the certificate; graduate transfer credits allowed upon approval. More information is included in the General Catalog and on department website.^{a, b}

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. ^c

Hours		0
First Year		
Fall		
BAIS:6050	Data Management	3
MBA:8150 or BAIS:9100	Data and Decisions or Data and Decisions	3
Hours		6
Spring		
BAIS:6040	Data Programming in Python	3
BAIS:9110	Advanced Analytics	3
Hours		6
Summer		
BAIS:6070	Data Science	3
Hours		3
Total Hours		15

a Analytics courses are offered in an 8-week format in fall, spring, and summer online. Consult with your advisor and/or the schedule for more details.

b Students must complete specific requirements in the University of Iowa Graduate College after program admission. Refer to the Graduate College website and the Manual of Rules and Regulations for more information.

c 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.