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.

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 g.p.a. and cumulative g.p.a. of at least 2.75 is required in order to complete the certificate.

Certificate courses are regularly offered online and at two locations in Iowa: Cedar Rapids at the Tippie College of Business Cedar Rapids Center and in Des Moines at the John and Mary Pappajohn Education Center (JMPEC); see program locations on the Tippie College of Business website.

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BAIS:6040</td>
<td>Data Programming in Python</td>
<td>3</td>
</tr>
<tr>
<td>BAIS:6060</td>
<td>Data Programming in R</td>
<td>3</td>
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<tr>
<td>BAIS:6050</td>
<td>Data Management and Visual Analytics</td>
<td>3</td>
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<tr>
<td>BAIS:6070</td>
<td>Data Science</td>
<td>3</td>
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<tr>
<td>BAIS:9100</td>
<td>Data and Decisions</td>
<td>3</td>
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<tr>
<td>or MBA:8150</td>
<td>Data and Decisions</td>
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<tr>
<td>BAIS:9110</td>
<td>Advanced Analytics</td>
<td>3</td>
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