

# 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 coursework from another institution toward the certificate with approval by petition to the director of the certificate program. 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 three locations in Iowa: Cedar Rapids at the Tippie College of Business Cedar Rapids Center, Des Moines at the John and Mary Pappajohn Education Center (JMPEC), and in the Quad Cities at the Birchwood Learning Center; see program locations on the Tippie College of Business website.

The certificate program is open to students who have earned an undergraduate degree. A minimum undergraduate or graduate g.p.a. of 2.50 is required for admission.

The Certificate in Business Analytics requires the following coursework.

Code	Title	Hours
One of these:		
BAIS:6040	Data Programming in Python	3
BAIS:6060	Data Programming in R	3
All of these:		
BAIS:6050	Data Management and Visual Analytics	3
BAIS:6070	Data Science	3
BAIS:9100	Data and Decisions	3
BAIS:9110	Advanced Analytics	3