Business Analytics Certificate

Department Information

• **Program Director:**
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  Richard H. Barry Hall

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• **Department Web Site:**
  www.ndsu.edu/business/programs/graduate/graduate_certificates/

• **Credential Offered:**
  Graduate Certificate

The Business Analytics graduate certificate equips working professionals with methodologies and analytical tools needed to analyze data available in modern organizations. Participants will learn to use advanced spreadsheet functionality, dashboard visualization tools, and report generators for descriptive analytics to understand and report on historical data. In addition, participants will use data mining and other advanced methodologies for predictive and prescriptive analytics to understand future trends.

Curriculum

The certificate requires 8 credits of study, comprised of the following four courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MBA 751</td>
<td>Business Analytics Concepts</td>
<td>2</td>
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<tr>
<td>MBA 752</td>
<td>Business Analytics Strategy</td>
<td>2</td>
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<td>MBA 753</td>
<td>Business Analytics Methods</td>
<td>2</td>
</tr>
<tr>
<td>MBA 722</td>
<td>Marketing Analytics and Customer Intelligence</td>
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