

Business Analytics 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.

Code	Title	Credits
MBA 751	Business Analytics Concepts	2
MBA 752	Business Analytics Strategy	2
MBA 753	Business Analytics Methods	2
MBA 722	Marketing Analytics and Customer Intelligence	2