

# CERTIFICATE IN BUSINESS ANALYTICS

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The Certificate in Business Analytics will provide the knowledge and skills needed to meet the demand for analytics in business. It covers the foundations of data analytics and business intelligence, collection and integration of data across multiple sources, evaluation of data quality, the application of appropriate analytics and visualization techniques to improve business decision-making, and the ethical and privacy issues associated with data usage and business analytics. Students will learn data preparation and management, analytics and visualization techniques, and gain significant "hands-on" experience in providing data-driven solutions to organizations.

## Learning Objectives

Upon successful completion students will be able to:

1. Apply the fundamental principles of data analytics and business intelligence.
2. Develop data-driven thinking skills.
3. Collect and integrate data across multiple sources.
4. Evaluate data quality and its importance to effective decision making.
5. Identify organizational needs and apply appropriate analytics and visualization techniques to provide solutions based on real-world data.
6. Describe the ethical and privacy issues associated with business use of data and analytics.

## Requirements Effective Fall 2020

Additional coursework may be required due to prerequisites.

Code	Title	Credits
Required:		
CIS 310	Data Preparation for Business Analytics	3
Select two courses from the following:		6
CIS 455	Advanced Database Management	
CIS 575	Applied Data Mining and Analytics in Business	
CIS 576	Business Data Visualization	
MKT 450	Marketing Analytics	
<b>Program Total Credits</b>		<b>9</b>