

# BUSINESS ANALYTICS CERTIFICATE

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Business Analytics is defined as the combination of skills, technologies, applications and processes used by organizations to use data and statistics to gain business insights and drive business planning. As technology continues to facilitate organizations to measure, collect and retain more data, companies are challenged to make sense out of it. Business Analytics provides a set of analytical tools that answers such problems. While statistics and operations research have long been used to allow businesses to make objective decisions, Business Analytics uses these tools plus others, like pattern detection, to find meaning in the data. It is no exaggeration to state that every business of moderate size is either using Business Analytics or will have to in order to stay competitive.

Code	Title	Hours
<b>Requirements</b>		
BITM 3744	Business Intelligence	3
BITM 3747	Business Applications of Machine Learning	3
BQUA 2811	Business Statistics	3
<b>Electives</b>		
Select one of the following:		3
BFIN 4255	Financial Modeling	
BITM 3727	Advanced Business Software Tools	
BMKT 4634	Marketing Metrics	
DAVA 3000	Data Visualization	
ECON 4420	Econometrics	
<b>Total Hours</b>		<b>12</b>

All four courses taken must be completed with a grade of C or better.