

# BUSINESS ANALYTICS CERTIFICATE

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Mr. Jeremy McElroy, Advisor

The goal of the Certificate Program in Business Analytics is to provide Hankamer School of Business students exposure to concepts and techniques critical to success in the area of business analytics. The purpose of the Certificate in Business Analytics will be to make students in all business majors more attractive in the marketplace by providing the skills necessary to understand and interpret big data and business analytics.

## Admission

Admission is competitive and students apply for admission to the program after they have been admitted to the Business School and have completed QBA 3305 Introduction to Business Analytics with a minimum grade of "B". Admission is based on a holistic review of a candidate's record. If admitted, students will begin taking courses for the certificate during their junior year.

Other requirements that must be met to complete the certificate:

- All students in the program must also complete one or more of the regular BBA majors.
- Note: Students pursuing this certificate are encouraged to take MTH 1321 Calculus I in place of MTH 1309 Calculus for Business Students.
- An overall 3.0 GPA must be earned in the courses utilized for this certificate with a minimum grade of "C" required in each course.

Code	Title	Hours
<b>Required Courses</b>		
MIS 4340	Foundations of Database System Development	3
MIS 4344	Business Intelligence	3
MIS 4360	Fund of Data Visualization	3
Select any two from the following:		6
ECO 4347	Econometrics	
MIS 4322	Advanced Python	
MIS 4346	Foundations of Data Warehousing (Fall only)	
MIS 4395	Internship in Information Systems	
MKT 4342	Sports Marketing Analytics	
MKT 4360	Customer Analytics	
ECO 4351	Data Science I	
ECO 4352	Data Science II	
<b>Total Hours</b>		<b>15</b>