

BUSINESS ANALYTICS, GRADUATE/PROFESSIONAL CERTIFICATE

MARKETNG/ OTM 727	Information Technology in Supply Chains	3
OTM 752	Project Management	3
R M I 655	Risk Financing Techniques	3

REQUIREMENTS

Code	Title	Credits
GEN BUS 704 or GEN BUS 307	Data to Decisions Business Analytics II	2-3

One course in the area of "Analytics Tools & Methods"

One course in the area of "Analytic Steps"

One additional course from "Analytic Tools & Methods" or "Analytic Steps" that is outside the School of Business department housing the student's program.

Analytics Tools & Methods

Code	Title	Credits
ACT SCI 654	Regression and Time Series for Actuaries	3
ACT SCI 655	Health Analytics	3
GEN BUS 656	Machine Learning for Business Analytics	2-3
GEN BUS 720	Data Visualization for Business Analytics	1-2
GEN BUS 730	Prescriptive Modeling and Optimization for Business Analytics	2-3
GEN BUS 740	Experiments and Causal Methods for Business Insights	2-3
GEN BUS 760	Data Technology for Business Analytics	2-3
INFO SYS 422	Computer-Based Data Management	3
MARKETNG 445	Digital Marketing Analytics	3
MARKETNG 450	Marketing Analytics	3
MARKETNG 745	Digital Marketing Analytics	3
MARKETNG 815	Marketing Analytics	3
OTM 442		3
OTM 714	Supply Chain Analytics	2-3
OTM 765	Contemporary Topics (Database Management and Applications)	1-4
R M I 660	Risk Analytics and Behavioral Science	3

Analytic Steps

Code	Title	Credits
FINANCE 635	Business Valuation	3
M H R 765	Contemporary Topics (People Analytics)	1-4
MARKETNG 310	Marketing Research	3
MARKETNG/ OTM 427	Information Technology in Supply Chains	3
MARKETNG 710	Marketing Research	3