

DATA ANALYTICS CERTIFICATE

Introduction

The Data Analytics Certificate provides graduate-level training in the fundamental tools and techniques of modern business analytics. This 12-credit-hour certificate program is designed for both degree-seeking and non-degree-seeking students who want to develop quantitative skills for data-driven decision-making in business environments. The program serves working professionals and career-switchers seeking graduate-level analytics training without committing to a full degree.

The certificate curriculum builds analytical competency through three progressive stages: foundational statistical thinking, computational implementation, and advanced predictive modeling. Students begin with statistical methods for business problems, progress through data management and programming tools used by analytics professionals, and culminate with machine learning techniques for complex business applications. Skills gained are immediately applicable in finance, healthcare, marketing, and operations contexts. The program emphasizes hands-on experience with real-world data sets and business scenarios throughout all coursework.

Certificate Requirements

Code	Title	Hours
Required Courses		
BANA 6610	Statistics for Business Analytics	3
BANA 6620	Computing and AI for Business Analytics	3
BANA 6660	Predictive Analytics with AI and Machine Learning	3
Elective Course (Choose 1 of the following):		3
BANA 6760	Data Visualization	
BANA 6630	Time-Series Forecasting	
BANA 6780	AI for Business	
BANA 6910	Business Analytics Capstone	
Total Hours		12