

CERTIFICATE OF GRADUATE STUDY IN BUSINESS ANALYTICS ONLINE

The Online Graduate Certificate in Business Analytics is a four-course, 10-week-per-course program designed for professionals seeking to develop expertise in data acquisition, analysis, and communication to enhance decision-making and advance their careers. Delivered fully online in an asynchronous format, the program offers flexibility for those balancing professional and personal commitments. Ideal for individuals with an accredited undergraduate degree, this program provides hands-on experience with analytics tools, equipping students to apply data-driven approaches to solve real-world business challenges and expand their career opportunities.

As part of the online learning experience, all students must complete GRO550: Online Strategies for Success (1 credit) before beginning the certificate coursework. To earn the certificate, students will complete four courses focused on data visualization, data management, and machine learning/AI, along with an elective tailored to their interests.

Online Graduate Certificate in Business Analytics Requirements:

Required Courses:

GRO 550	Online Strategies for Success	1
ISA 520	Data Visualization and Communication	3
ISA 530	Fundamentals of AI and Machine Learning	3
ISA 540	Data Management in the Age of AI	3

Select One from the following Courses:

AI 600	AI Applications in Business	3
MSBA 610	Time Series Analysis and Optimization for Business Decisions	3
MSBA 620	Marketing Analytics	3
MSBA 630	Business Strategy and Analysis	3

A minimum of 13 credits are need for certificate completion.