

# CERTIFICATE IN BUSINESS ANALYTICS

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## Overview

This Business Analytics certificate program is ideal for individuals looking to enhance their analytical skills, understand business trends, and make data-driven decisions. Upon completion, you will be well-equipped to harness the power of data in any business setting. Designed for aspiring professionals, this program equips you with the essential tools and skills to analyze, interpret, and leverage data in various business contexts.

*Business Applications of Microsoft Excel:* This course provides a foundation in Microsoft Excel, focusing on its powerful applications in business. From basic operations to advanced functions, learn how to manage, analyze, and visualize data effectively using Excel.

*Business Analytics:* Explore the core concepts of business analytics, including methodologies and practices for data analysis in a business environment. This course emphasizes practical skills in analyzing data, understanding trends, and making data-driven decisions.

*Data Visualization with Tableau:* Learn the art and science of data visualization using Tableau. This course teaches you how to create compelling and informative visual representations of data, a crucial skill for communicating insights to stakeholders.

*Advanced Excel and Business Analytics Tools:* Building upon basic Excel skills, this course delves into advanced techniques and explores additional analytics tools. Gain proficiency in sophisticated data analysis methods and tools that are widely used in the industry.

*Artificial Intelligence in Business:* This forward-looking course covers the fundamentals of artificial intelligence (AI) in the business context. Understand how AI technologies are transforming business operations, decision-making processes, and customer interactions.

## Career Opportunities

A Certificate in Business Analytics equips individuals with versatile skills that open doors to a variety of career paths. Key opportunities include roles like Business Analyst, where one interprets data to improve business decisions, Data Analyst, focusing on transforming data into actionable insights, and Market Research Analyst, who assesses market trends for product viability. These roles are widely sought in industries ranging from finance and marketing to healthcare and technology, making business analytics a valuable asset in the modern professional landscape.

COURSE	TITLE	S.H.
BUS 2600	Business Applications of Microsoft Excel	3
BUS 3700	Business Analytics	3
BUS 3710	Data Visualization with Tableau	3
BUS 3730	Advanced Excel and Business Analytics Tools	3
BUS 3735	Artificial Intelligence in Business	3
<b>Total Semester Hours</b>		<b>15</b>

Students interested in declaring this certificate need to complete an *Intra University Transfer Request* form with their academic advisor. Students must meet course prerequisites, including a minimum 2.5 overall GPA to enroll in upper-level business courses. WCBA courses must be completed with the grade of a "C" or higher and cannot be taken Credit/No Credit.