

# Curriculum: Graduate Certificate in Business Analytics

## Graduate Certificate in Business Analytics

Effective September 2013

(12 credits)

### Required Courses

(2 courses)

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
ST 625	Quantitative Analysis for Business	GR521
ST 635	Intermediate Statistical Modeling for Business	ST625

### Elective Courses

(2 courses)

#### Methodology Courses

Select one of the following methodology courses, although students may not take both EC621 and MA611.

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
EC 621	Business & Economic Forecasting	Pre-Req: GR521 and Pre or Co-Req: GR522
MA 610	Optimization and Simulation for Business Decisions	GR521
MA 611	Time Series Analysis	ST625
MA 706	Design of Experiments for Business	ST625
MA 707	Introduction to Machine Learning	ST635 and MA705
MA 710	Data Mining	ST635
MK 726	Customer Data Analysis and Relationship Marketing	Pre or Co-Req: GR523

#### Application Courses

Select one course from the above list OR from the following application courses.

<u>Course</u>	<u>Title</u>	<u>Prerequisite</u>
CS 602	Data-Driven Development with Python	None
CS 605	Data Management and SQL for Analytics	None
CS 753	Business Intelligence Methods & Technologies	CS605 or IPM652
EC 611	The Macroeconomics of Financial Markets	GR521 and GR522 and GR524 and GR525
EC 631	Market Structure and Firm Strategy	GR522
MA 705	Data Science	Pre or Co-Req: GR521
MK 711	Marketing Research & Analysis	Pre or Co-Req: GR521 and GR523
ST 701	Internship in Business Data Analysis	ST635

### ADVISING GUIDANCE

- All course work must be completed within five years
- All course prerequisites must be satisfied. Please note that the stated prerequisites of a course may also have a prerequisite that must be satisfied.