Post-Baccalaureate Certificate in Business Analytics

About This Program

The Post-Baccalaureate Certificate in Business Analytics is designed to enable students to acquire critical data science and analytics skills and apply these to solve traditional and new problems in their respective domains without having to enroll in a full Masters degree program.

Competencies

1. Upon completion, students will be proficient in Python for data analysis.
2. Upon completion, students will be able to apply statistical analysis and inference techniques to draw insights from structured and unstructured data.
3. Upon completion, students will be able to apply data-mining techniques to solve business problems.
4. Upon completion, students will be able to apply analytics techniques to draw insights from social media data.
5. Upon completion, students will be familiar with contemporary approaches to building responsible AI applications.

Admissions Criteria

Applicants qualify for admission into the Graduate Certificate in Business Analytics program if they meet the following admission criteria:

• An earned bachelor's degree from an accredited university, or equivalent, with a minimum GPA of 3.00 in the last 60 hours of undergraduate course work,

• 2 or more years of work experience in a related field, and

• Adequate quantitative skill demonstrated through college-level course work and/or work experience.

Curriculum

Foundations

BSTAT 5325	ADVANCED METHODS FOR ANALYTICS	3
INSY 5336	PYTHON PROGRAMMING	3
INSY 5339	PRINCIPLES OF BUSINESS DATA MINING	3
INSY 5377	WEB AND SOCIAL ANALYTICS	3
or INSY 5344	BUILDING RESPONSIBLE AND ETHICAL AI APPLICATIONS	
Select one from the following:		3
INSY 5337	DATA WAREHOUSING AND BUSINESS INTELLIGENCE	
INSY 5378	DATA SCIENCE: A PROGRAMMING APPROACH	
ECON 5337	BUSINESS & ECONOMIC FORECASTING	
FINA 5376	FINANCIAL DATA ANALYTICS	
MANA 5329	HR METRICS AND ANALYTICS	
MARK 5337	MARKETING ANALYTICS AND INFORMATION MANAGEMENT	
Alternate elective with approval of graduate advisor		
Total Hours		**15**

Program Completion

Students must complete 15 graduate credit hours comprised of four required courses and one elective course, and maintain a grade point average of 3.0 or higher. All courses must be completed at UTA.

Course credit earned through the certificate can be used to meet course requirements for the MS Business Analytics (MSBA) if the student is accepted into the MSBA program.

Advising Resources

Contact the Information Systems & Operations Management Department for graduate program inquiries and academic advising.

Location:

College of Business, Room 535

Email:

isom@uta.edu

Phone:

817-272-3502

Web:

Inquiries & Advising (https://www.uta.edu/academics/schools-colleges/business/departments/information-systems-and-operations-management/)