

BUSINESS ANALYTICS, CERTIFICATE

Requirements

Courses Qualifying for the Certificate

The courses for this certificate were determined based on conversations with potential employers about critical business analytics skills, as well as an analysis of the curricula at the top 30 business analytics programs in the U.S.

For the IMBA, AMBA, and PMBA programs, the requirements for the certificate are as follows:

Course	Title	Credits
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To obtain the certificate, students must take ALL of the following three courses:

MGSC 777	Advanced Quantitative Methods in Business	3
MGSC 790	Data Resource Management	3
MKTG 708	Customer Relationship Management and Data Mining	3
or MKTG 740	Digital Marketing & Social Media Analytics	

In addition, select one of the following courses:

ACCT 737	Accounting Information Systems from a Strategic Perspective	3
CSCE 587	Big Data Analytics	3
ECON 736	Applied Econometrics	3
FINA 746	Risk Management	3
FINA 772	Student-Managed Investments	3
IBUS 739	Design Thinking For Global Business (DT4GB)	3
IBUS 740	Data Analytics for International Business	3
MGMT 737	Human Resources Experiential Project	3
MGSC 778	Revenue Management	3
MGSC 796	Information Systems	3
MKTG 702	Marketing Research	3
MKTG 715	Pricing Strategy and Analysis	3
MKTG 717	Fundamentals of Marketing Analytics	3

Note: To obtain this graduate certificate, students must earn a GPA of 3.0 or better across the four courses.

For all other graduate programs in the Darla Moore School of Business, the requirements are as follows:

Course	Title	Credits
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To obtain the certificate, students must take the following two courses:

MGSC 777	Advanced Quantitative Methods in Business	3
MGSC 790	Data Resource Management	3

In addition, students must select two of the following courses:

ACCT 737	Accounting Information Systems from a Strategic Perspective	3
CSCE 587	Big Data Analytics	3
ECON 736	Applied Econometrics	3
FINA 746	Risk Management	3
FINA 772	Student-Managed Investments	3

IBUS 739	Design Thinking For Global Business (DT4GB)	3
IBUS 740	Data Analytics for International Business	3
MGMT 737	Human Resources Experiential Project	3
MGSC 778	Revenue Management	3
MGSC 796	Information Systems	3
MKTG 702	Marketing Research	3
MKTG 708	Customer Relationship Management and Data Mining	3
or MKTG 740	Digital Marketing & Social Media Analytics	
MKTG 715	Pricing Strategy and Analysis	3
MKTG 717	Fundamentals of Marketing Analytics	3

Note: To obtain this graduate certificate, students must earn a GPA of 3.0 or better across the four courses.