BUSINESS ANALYTICS UNDERGRADUATE ACADEMIC CERTIFICATE

All required coursework must be completed with a grade of ‘C’ or better (O-10-a (https://catalog.uidaho.edu/general-requirements-academic-procedures/o-miscellaneous/)).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 354</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 431</td>
<td>Statistical Analysis</td>
<td></td>
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<tr>
<td>MIS 440</td>
<td>Data Visualization for Managerial Decision Making</td>
<td>3</td>
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</tbody>
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Select two additional courses from the following: 6

- ACCT 421 Accounting Data Analytics
- BUS 354 Business Analytics
- ECON 453 Econometrics
- FIN 463 Portfolio Management
- MHR 417 Deploying and Developing Human Capital
- MIS 453 Database Design
- MIS 455 Data Management for Big Data
- MKTG 431 Marketing Analytics
- OM 439 Systems and Simulation (prerequisite of OM 370) or OM 470 Supply Chain Analytics
- STAT 419 Introduction to SAS/R Programming 1
  - or STAT 422 Survey Sampling Methods
  - or STAT 426 SAS Programming
  - or STAT 427 R Programming

1 May not choose these courses if STAT 431 is taken in lieu of BUS 354.

Courses to total 12 credits for this certificate

1. Students will use inference, regression, times series, decision analysis, and optimization to analyze business problems.
2. Students will demonstrate basic programming and SQL skills as relating to data acquisition and access.
3. Students will analyze and assess data quality and use appropriate tools to clean the data.
4. Students will demonstrate use of a variety of data management tools and software for analysis.
5. Students will present information as visualizations for management decision making.