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/)).

Code	Title	Hours
BUS 3540	Business Analytics	3
or STAT 4310	Statistical Analysis	
BIA 4400	Data Visualization for Managerial Decision Making	3
Select two additional courses from the following:		6
ACCT 4210	Accounting Data Analytics	
BUS 3540	Business Analytics	
ECON 4530	Econometrics	
FIN 4630	Portfolio Management	
MGT 4170	Deploying and Developing Human Capital	
BIA 4530	Database Design	
BIA 4550	Data Management for Big Data	
MKTG 4310	Marketing Analytics	
OM 4390	Systems and Simulation (prerequisite of OM 3700)	
or OM 4700	Supply Chain Analytics	
STAT 4190	Introduction to SAS/R Programming [1]	
or STAT 4220	Survey Sampling Methods	
or STAT 4260	SAS Programming	
or STAT 4270	R Programming	
Total Hours		**12**

[1] May not choose these courses if STAT 4310 is taken in lieu of BUS 3540.

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.