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 354	Business Analytics	3
or STAT 431	Statistical Analysis	
MIS 440	Data Visualization for Managerial Decision Making	3
Select two additional courses from the following:		6
ACCT 421	Accounting Data Analytics	
BUS 354	Business Analytics	
ECON 453	Econometrics	
FIN 463	Portfolio Management	
MGT 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	
Total Hours		**12**

[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.