Online

Certificate in Business Analytics

12 Credit Hours

Admission Requirements:

- Application and processing fee.
- Transcripts from accredited undergraduate degree.
- GPA 3.0, probationary status may be granted.
- Course prerequisite of Statistics. (Can be fulfilled with an ACU offered bootcamp.)
- Letter of Intent.
- Professional Resume.

Cost:

- Per Credit: $650
- Per Course: $1,950
- Resource Fee: $800 ($200 per session)
- Total Tuition: $8,600

Graduation Requirements:

Students must earn a 3.0 GPA or higher to meet graduation requirements and successfully complete all required courses.

Job Outlook in Texas:

357,634 Jobs
Open in 2020*

483,184
Unique Postings (9/16-12/21)

$55,200 per year
Median Earnings

*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree. Source Emsi Analyst 2022.

Acquired Skills:

Top Hard Skills

- Finance
- Accounting
- Marketing
- Computer Science

Top Common Skills

- Management
- Communication
- Leadership
- Operations

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Curriculum:

BUSA 550: Foundations of Analytics
An introduction to the field of analytics, with emphasis on its application in organizations. Topics include data and information acquisition, analysis and application; data visualization and reporting; technological and organizational practices to support evidence-based decision making; and legal, ethical and privacy issues.

IS 680: Data Mining
Introduction to the principles, techniques, and tools needed for data mining. Students will learn to use data to make decisions, predict, and estimate outcomes. Course will include case studies, allowing students to review industry cases and use data to make decisions about business strategy.

IS 682: Data Management
Overview of the process and tools of data management. Topics include available tools, databases, data acquisition, crowdsourcing, querying, and data cleaning. Students will learn how to effectively collect, organize, and manage data from various sources.

IS 684: Data Visualization and Reporting
Provides an introduction to statistical computing and graphic software applications such as MS Office Excel and PowerPoint, R, and Tableau, to create various means of data visualization. Explores various data visualization methods involved in the process of taking raw data, creating visualizations, and reporting findings. Provides overview of Big Data, ethics particular to this current phenomenon, and interactive graph design to give students an understanding about designing effective large current data graphs to be explored and customized by anyone, even those without deep IT experience.