

Business Analytics Certificate

This new state-supported program was recommended by the Academic Senate on February 15, 2018 and concurred by the President on February 27, 2018.

The business analytics certificate program provides students the foundational knowledge and skills to organize and analyze business related data in various formats. Students learn how to identify business problems, to develop solution processes, to present descriptive and predictive outcomes, and to make decisions accordingly. Large data sets, case studies, and practical software tools are utilized.

Admission Requirements

Students must have either sophomore or junior standing, have officially declared a major, and have a minimum overall GPA of 2.5.

A minimum of 21 units is required.

Requirements:

Students must have either sophomore or junior standing officially declared in a major with a minimum overall GPA of 2.5.

Take the following courses.

IS 310 Business Statistics (3)

Prerequisite: STAT 118.

IS 470 Business Intelligence (3)

Prerequisites: IS 310.

Take at least 3 courses from the following:

IS 320 Spreadsheet Modeling for Business and Management (3)

Prerequisites: IS 233; STAT 118.

IS 340 Business Application Programming (3)

Corequisite: IS 300

IS 380 Database Management (3)

Corequisite: IS 300

MKTG 475 Marketing Analytics (3)

Prerequisites: IS 301, IS 310, and MKTG 300.

Students must take between 6-9 units of prerequisites for the elective courses, depending on specific electives chosen with an advisor's approval.

EFFECTIVE: Fall 2018

Campus Code: IS__CT02UG

College: 41

Career: UGRDS

PS 18-04