NAME: _____   ID: _____   DATE: _____

BUSINESS ANALYTICS CERTIFICATE   Curriculum Plan

For Isenberg School of Management majors only

- Students pursuing a minor in Information Technology <u>may not</u> also complete the Business Data Analytics certificate

- No more than *two courses* used to fulfill the requirements of any *one* credential may be applied towards the fulfillment of another credential, wherein, "credential" is defined as an academic program (major), minor, or certificate. One course may be applied to two credentials (major and minor <u>or</u> certificate).

- School/College-level requirements are not independent credentials. OIM 210/OIM 240/RES-ECON 212/STATISTC 240 are considered college-level requirements for students enrolled in BBA and Sport Management majors within the Isenberg School of Management. (These courses are major requirements for Hospitality & Tourism Management students.)

Semester	Course
Core *Take the **two** courses listed below*	
	OIM 240 Business Data Analysis (<u>or</u> **RES-ECON 212 & OIM 210** <u>or</u> **STATISTC 240 & OIM 210**)
	OIM 350 Business Intelligence and Analytics Prerequisite. OIM 210
Programming* *Choose **one** course from the list below* **Any additional programming courses taken from the list will count as electives*	
	OIM 297P Business Applications of Python 3 cr. **Prereq. OIM 210* **OIM 297S** Power Spreadsheets for Business Analysts 3 cr. **Prereq. OIM 210* **COMPSCI 119** Introduction to Programming (*Python*) 3 cr. **COMPSCI 121** Introduction to Problem Solving with Computers (*Java*) 4 cr.
Electives *Choose **two** courses from the course list below*	

Elective course options

*Please reference course descriptions in SPIRE for any applicable prerequisites
*Please note that not all classes are offered every semester
*Certificate course requirements must be taken with letter grading

ACCOUNTG 311	Accounting Information Systems	**OIM 320**	Quality Management
FINANCE 304	Financial Modeling	**OIM 321**	Business Process Simulation
HT-MGT 377	Revenue Management	**OIM 410**	Business Process Optimization **Prereq. OIM 310*
HT-MGT 387	Information Technology and Social Media in Hospitality and Tourism Management	**OIM 411**	Supply Chain Analytics
HT-MGT 471	Financial Decision Making in the Hospitality Industry	**OIM 451**	Information & Project Management
MARKETNG 412	Marketing Research	**OIM 452**	Business Processes & Enterprise Systems
MARKETNG 413	Social Media & Marketing Analytics	**OIM 454**	Data Mining in Business: An Introduction **Prereq. OIM 350*
MARKETNG 455	Internet Marketing	**SCH-MGMT 397B**	Internet Tech e-Business
MARKETNG 465	Retailing Management & Technology	**SPORTMGT 461**	Sport Analytics
MARKETNG 497T	Text Mining & Analytics for Marketing and Business Practice	**SPORTMGT 462**	Advanced Sport Analytics **Prereq. SPORTMGT 461*

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