

BUSINESS ANALYTICS CERTIFICATE

Curriculum Plan

For Isenberg School of Management majors only

- Students pursuing a minor in Information Technology may not also complete the Business 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 or 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 (<i>Python</i>) 3 cr.
	COMPSCI 121 Introduction to Problem Solving with Computers (<i>Java</i>) 4 cr.
	INFO 190S Introduction to Programming 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 *Prereq. OIM 301
FINANCE 304 Financial Modeling	OIM 321 Business Process Simulation*Prereq. OIM 301
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 *Prereq. OIM 210
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