Business Analytics Certificate Online
Isenberg degree completion UWW students

Do you want to learn how to work with data to develop better business insights? Or maybe you are looking to enhance your career opportunities by gaining an understanding of business analytics? Organizations in all industries are generating large amounts of data, every day, and are looking for business professionals who can analyze that data and help improve business efficiency, financial performance, and make better strategic decisions. If any of these statements resonate with you, then you should consider Isenberg’s Certificate in Business Analytics. You will learn how to retrieve and manipulate data, and then visualize and apply statistics and data modeling using industry standard tools. Learn how to advance your career today.

Only two certificate courses can overlap major requirements.
15 credits, five 3-credit courses

Core requirement two classes, 6 credits -
- OIM 240 Business Data Analysis/Statistics
  - or STATS240/OIM 210 or RESECON212/OIM210
- OIM 350 Business Intelligence and Analytics, pre-req OIM 210
  generally offered online
  Spring, Summer 13-week, Fall
  Summer 13-week

Programming requirement one class, 3 credits min –
- OIM 307 (was297S) Power Spreadsheets for Business Analysts, pre-req OIM 210
- COMPSCI 121 Introduction to Problem Solving with Computers (4cr) Java
  Summer 13-week
  Summer 8-week/varies

Elective Course requirement two classes, 6 credits
- ACCOUNTG 311 Accounting Information Systems pre-reqs ACT 331, OIM 210
  Spring
- FINANCE 304 Financial Modeling pre-req Finance 301
  Summer-2, Fall
- MARKETG 412 Marketing Research pre-req statistics
  Summer-2
- MARKETG 413 Social Media & Marketing Analytics pre-req Marketing 301
  Summer-1, Winter
- MARKETG 455 Internet Marketing pre-req Marketing 301
  Summer-2
- OIM 320 Quality Management pre-req OIM 301
  Fall
- OIM 451 Information and Project Management
- OIM 452 Business Processes & Enterprise Systems
  Spring odd years
  Spring even years

Certificates like minors appear on your transcript, there is no physical certificate issued.

Students pursuing a minor in Information Technology may not also complete the Business Analytics certificate which is generally recommended instead of the IT minor as it is business focused.