

Business Analytics Certificate Online

Isenberg Online degree completion 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 and financial performance and make better strategic decisions. If any of these statements resonate with you, then you should consider Isenberg's Business Analytics certificate. You will learn how to retrieve and manipulate data, and then visualize and apply statistics and data modeling using industry-standard tools, to advance your career.

**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-preq OIM 210

generally offered online

Spring, Summer 13-week, Fall

Summer 13-week

Programming requirement one class, 3 credits min –

- OIM 307 Power Spreadsheets for Business Analysts, pre-preq OIM 210

Summer 13-week

Elective Course requirement two classes, 6 credits

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|---|---------------------------|-------------------------|
| - ACCOUNTG 311 Accounting Information Systems | pre-reqs ACT 331, OIM 210 | Spring |
| - FINANCE 304 Financial Modeling | pre-req Finance 301 | Summer-2, Fall |
| - MARKETNG 412 Marketing Research | pre-req statistics | Summer-2 |
| - MARKETNG 413 Social Media & Marketing Analytics | pre-req Marketing 301 | Summer-1, Winter |
| - MARKETNG 455 Internet Marketing | pre-req Marketing 301 | Summer-2 |
| - OIM 320 Quality Management | pre-req OIM 301 | Fall |
| - OIM 451 Information and Project Management | | Spring |
| - OIM 452 Business Processes & Enterprise Systems | | Spring |

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 which is not business-focused.