

APPLIED DATA ANALYTICS, CERTIFICATE (1734)

Program Coordinator

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The certificate of Applied Data Analytics exposes students to how data is acquired, how to frame an analytic problem, determine which methodologies to use to solve a problem, and to build deployable models.

Program Requirements (18 hours)

The 18 hour certificate is based on 15 hours of core courses and 3 hours of advisor-approved upper-division courses. The approved elective may be from the Gordon Ford College of Business or any other college.

Code	Title	Hours
ECON 206	Statistics	3
BDAN 250	Introduction to Analytics ¹	3
BDAN 305	Data Modeling and Analysis ²	3
or FIN 389	Financial Analysis and Modeling	
BDAN 310	Business Data Analytics	3
BDAN 330	Structured Data Analysis ³	3
or BDAN 430	Data Visualization	
Select 3 hours from the following or any data analytics course with department approval		3
ACCT 312	Accounting Information Systems	
ACCT 412	Data Analysis for Accounting	
ECON 306	Statistical Analysis	
ECON 307	Financial Data Modeling	
ECON 465	Regression and Econometric Analysis	
ECON 480	Economic Forecasting	
ENT 496	Hilltopper Student Consulting Experience	
FIN 389	Financial Analysis and Modeling	
FIN 450	Financial Plan Development	
MGT 313	Decision Modeling	
MGT 314	Operations Management	
MGT 383	Human Resource Information Systems	
MKT 321	Consumer Behavior	
MKT 421	Marketing Research	
MKT 431	Advanced Social Media Marketing	
Total Hours		18

¹ BDAN250 is required for all business majors.

² Students pursuing the Business Finance Concentration may take FIN 389 (Financial Analysis and Modeling) instead of BDAN 305.

³ Students pursuing the Business Finance Concentration may take BDAN 430 (Data Visualization) instead of BDAN 330.