

BUSINESS ANALYTICS, CERTIFICATE

(Code 832-602)

Designed for students eager to explore the practical applications of data-driven decision-making, Business Analytics Certificate offers a focused journey into essential skills such as data transformation, analysis, interpretation, and communication, with a special emphasis on leveraging machine learning and artificial intelligence. Throughout the program, students will learn to harness appropriate state-of-the-art analytics techniques, including machine learning algorithms and AI-driven insights, to tackle real-world business challenges. Join us as we delve into the dynamic field of business analytics and equip ourselves with cutting-edge tools to navigate today's rapidly evolving business landscape.

Please note that the Business Analytics Certificate is available to all students at UW-Eau Claire except IS majors/minors.

For more information on the IS Certificate program, contact your advisor or the Department of Business Communication and Information Systems (<https://www.uwec.edu/academics/college-business/departments-programs/information-systems/contact-us/>).

Certificate Requirements

(Code 832-602)

Fourteen semester credits, as follows:

Code	Title	Credits
Business Analytics Certificate ^{1, 2}		
Required Courses		
IS 307	Introduction to Business Analytics	3
IS 308	Business Analytics Programming	3
IS 344	Database Management Systems	3
IS 480	Advanced Business Analytics	3
BCOM 401	Data Visualization for Business Communication	2

¹ Information Systems majors may not earn this certificate.

² Students must take Math 246: Elementary Statistics or equivalent.

Program Learning Outcomes

Students completing this program will be expected to meet the following learning outcomes:

- Identify data needed to solve business problems.
- Examine data to solve business problems and interpret the results.
- Identify business opportunities that warrant data-driven solutions.
- Apply data-driven methodologies to support decision-making in business scenarios.
- Create data visualizations to effectively communicate insights to targeted audiences.