

MBA

Business Analytics Certificate

Name: _____
 I.D. # _____

All courses are offered online only

Business Analytics Certificate Course Options

choose 5 courses

		Credits	Sem/Yr	Grade
MISY 5330: Healthcare Information Systems	Information technology (IT) enabled healthcare is at present one of the fastest growing fields. There is an increasing demand for professionals who can design, develop, and apply technologies such as Electronic Health Records (EHRs) and Tele-Health systems, and who have the skills to manage large quantity of information generated by these systems. The primary goal of this course is to prepare students to understand and apply the concepts related to the emerging trends in IT enabled healthcare. The course will emphasize learning theory and applications of existing and developing health IT systems. Students will explore how IT can be used to improve healthcare and learn to evaluate effectiveness of various healthcare information systems.	3	Summer Online	
MISY 5360: Business Intelligence	This course will expose students to business intelligence which is defined as the user-centered process of exploring data, data relationships and trends - thereby helping to improve overall decision making. This involves an iterative process of accessing data (ideally stored in the data warehouse) and analyzing it - thereby deriving insights, drawing conclusions and communicating findings - to effect change positively within the enterprise. BI is comprised of four major product segments: interactive query tools, reporting tools, advanced Decision Support Systems, and Executive Support Systems. In this course, we will use SAP Business Information Warehouse (SAP BW), a major enterprise software applications for Business Intelligence, analytical reporting and Data Warehousing (DW) solution.	3	Fall 2 Online and Face to Face Spring 2 Online and Face to Face	
MISY 5370: Data Mining and Predictive Analytics	This course will expose students to the concept of business analytics. Business Analytics is a growing field of study, and it helps business professionals to make informed decisions. In order to make informed decisions, it is imperative to know how to summarize, visualize, examine, and understand useful information from historical data. Students will also gain hands-on experience with SAP analytics solution including SAP HANA, SAP Lumira, and SAP predictive Analytics.	3	Spring 2 Online	
MKTG 5370: Marketing Research	This course prepares students in data analytical skills pertaining to market research. Students are expected to develop skills in the JMP software program which will encompass the preparation of data for analysis along with various analytical techniques related to multivariate data analysis, such as multiple regression, cluster, factor and discriminant analysis. Practical hands on software exercises will be complemented by theoretical knowledge based on course materials, based on the required book.	3	Fall 2 Online	
ACCT 5355: Data Analytics in Accounting	This course will provide the student the opportunity to learn about data analytics as it applies to the accounting profession. Data Analytics is a topic of increasing importance for many organizations as the need for data-driven insights and recommendations grows throughout the business industry. This course provides in-depth coverage of data analytics, giving students hands-on experience working with different types of data and the tools use to analyze it. The topics covered in this course include but not limited to: Critical Thinking, Data Preparation and Cleaning, Data Modeling and Evaluation, Data Presentation, Audit Analytics, Generating Key Performance Indicators, and Financial Statement Analysis. Various software tools will be introduced to enhance students' hands-on capabilities.	3	Spring 1 Online	