

BUSINESS ANALYTICS CERTIFICATE FLEXIBLE OPTION

This certificate's curriculum aligns closely with with the competencies for visualization and analytics used in industry.

Program-Specific Policies

Students cannot simultaneously register for courses in traditional programs when they enrolled in a Flexible Option certificate.

Students cannot simultaneously do a concentration in business analytics and the certificate in business analytics – it is one or the other.

Requirements for the Business Analytics Certificate Flexible Option

To be eligible to be accepted into this certificate program, the student must meet at least one of the following requirements:

- Junior or senior standing at UW-Parkside or another college/university;
- An undergraduate degree;
- Five years of business experience, preferably at mid-level management or above or at an entrepreneurial firm;
- Associate degree and two years of business experience, preferably at mid-level management or above or an entrepreneurial firm.

Code	Title	Credits
Required Courses		
BABA 300X	Introduction to Business Analytics Applications	1
BABA 301X	Visualization Tools for Data Analytics	3
BABA 302X	R Fundamentals for Business Analytics	2
BABA 303X	AI and Machine Learning Business Applications using R	1
BABA 304X	Python Fundamentals for Data Analytics and Machine Learning	2
BABA 305X	Data Analytics Applications in Marketing and Sales	1
BABA 306X	Data Analytics Applications in Human Resources and Strategic Management	1
BABA 307X	Data Analytics Applications in Operations and Supply Chain	1
BABA 308X	Data Analytics Applications in Accounting	1
Total Credits		13