

DATA ANALYTICS GRADUATE CERTIFICATE

Data analytics is one of today's fastest-growing and highest-paid professions as organizations increasingly rely on data to drive strategic business decisions. The Data Analytics certificate is a post-baccalaureate certificate designed to prepare you to apply data analytics techniques to large data sets to support data-driven decisions across application domains. The courses are designed for learners with a quantitative background who want to advance their skills. You'll learn statistical and scientific methods for data analysis through hands-on exercises and video instruction from faculty experts, preparing you to make sound, evidence-based decisions that drive business performance in any function.

To learn more and apply, please visit <https://www.sju.edu/degree-programs/data-analytics-certificate> (<https://www.sju.edu/degree-programs/data-analytics-certificate/>)

Learning Goals and Outcomes

Objective 1: Students will demonstrate critical thinking skills, that is, the process of conceptualizing, applying, analyzing, synthesizing, and/or evaluating information as the basis for solving problems and making decisions.

Objective 2: Students will demonstrate the ability to correspond effectively and persuasively in a business format. This includes communicating quantitative information using both a technical and non-technical terms, with individuals and within teams.

Requirements

Statistics Proficiency

All students in the Data Analytics Certificate program must demonstrate proficiency in statistics prior to the start of DSS 610 through an online learning module (ALEKS). Students with strong statistical background may test out. Students must complete 100% of the module before the start of DSS 610. Further details can be obtained from the MSBIA Program Director or HSB Graduate Program Office.

Requirements

Code	Title	Hours
DSS 610	Business Analytics	3
DSS 660	Introduction to Data Mining	3
DSS 670	Data Visual & Perf Analyt	3
DSS 680	Predictive Analytics	3
Total Hours		12