

# Applied Analytics, Graduate Certificate

In a global environment characterized by digital transformation, rapid change, and high levels of uncertainty, the ability to hire, reskill, and upskill analytic talent is a major driver of organizational performance. The Graduate Certificate in Applied Analytics in the College of Professional Studies is designed to prepare students to develop analytical skills that will support decision making in an organization's strategy. The certification focuses on data discipline: navigating the sea of information that's generated by machines; technical ability: understanding how machines function and how to interact with them; and the human discipline: what humans can do that machines, for the foreseeable future, cannot emulate—all with an emphasis on experiential learning. Students also will have the opportunity to tailor their studies to support their specific career objectives.

To address the needs of students who are currently in an analytical role, as well as those who are new to the field, the certification curriculum incorporates a broad menu of course options and a pathway through the program based on a student's experience level, as well as concentrations that are aligned with student career objectives.

## Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

Complete all courses and requirements listed below unless otherwise indicated.

## Required Core Courses

Code	Title	Hours
<b>Required Courses</b>		
ALY 6000	Introduction to Analytics	3
ALY 6010	Probability Theory and Introductory Statistics	3
ALY 6015	Intermediate Analytics	3
ALY 6070	Communication and Visualization for Data Analytics	3
<b>Electives</b>		
Complete two of the following:		6
ALY 6020	Predictive Analytics	
ALY 6030	Data Warehousing and SQL	
ALY 6040	Data Mining Applications	
ALY 6110	Data Management and Big Data	

## Program Credit/GPA Requirements

18 total quarter hours required

Minimum 3.000 GPA required