

DATA ANALYTICS CERTIFICATE REQUIREMENTS

² Some courses require additional prerequisites. Please consult with your graduate advisor for further information.

The Graduate Certificate in Data Analytics is designed to allow professionals with a bachelor's degree to acquire knowledge, experience, and a solid foundation in analytics in an organization. All courses are online.

Admission Requirements

1. A baccalaureate or higher degree from a regionally accredited institution.
2. One of the following:
 - a. At least an overall 2.75 GPA in the undergraduate degree program.
 - b. At least a 2.90 GPA in the last half of the undergraduate degree program.
 - c. A master's degree or higher from an institution regionally accredited at the corresponding graduate level.
 - d. At least 12 units of graduate work completed on a regular grade basis at UW-Whitewater.

Code	Title	Units
Core Courses:		
MARKETNG 731	QUANTITATIVE ANALYSIS FOR BUSINESS	3
Select nine units from the following:		9
ITSCM 773	DATA FOUNDATIONS FOR BUSINESS ANALYTICS	
ITSCM 774	DATA ANALYTICS AND BUSINESS INTELLIGENCE	
ITSCM 777	DATA MINING FOR BUSINESS	
ITSCM 779	VISUAL ANALYTICS FOR BUSINESS	
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	
Elective Courses: ^{1, 2}		3
ACCOUNT 770	ANALYTICS IN ACCOUNTING	
CYBER 732	DATA DRIVEN SECURITY	
FNBSLW 732	QUANTITATIVE FINANCIAL ANALYSIS	
ITSCM 773	DATA FOUNDATIONS FOR BUSINESS ANALYTICS	
ITSCM 774	DATA ANALYTICS AND BUSINESS INTELLIGENCE	
ITSCM 776	BUSINESS PROCESS INNOVATION AND MANAGEMENT	
ITSCM 777	DATA MINING FOR BUSINESS	
ITSCM 779	VISUAL ANALYTICS FOR BUSINESS	
ITSCM 781	SUPPLY CHAIN ANALYTICS	
MANGEMNT 781	ANALYTICS FOR STRATEGIC DECISIONS	
MARKETNG 751	CONSUMER INSIGHT & CUSTOMER EXPERIENCE	
MARKETNG 772	DIGITAL MARKETING	
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	
SAFETY 683	OCCUPATIONAL SAFETY MANAGEMENT	
Total Units		15

¹ A single course may not be used to satisfy both the Core Course and the Elective Course categories.