

# BIG DATA AND ANALYTICS



## ABOUT THIS DEGREE PROGRAM

Keller's Big Data and Analytics graduate certificate program is designed to help students analyze important data that ultimately drives strategic business decisions. Students can develop proficiency in the methods and technologies needed to gather, store and report on big data.

Coursework explores topics such as business analytics, social network analysis, relational database management, data warehousing, data modeling and decision trees. The certificate can be earned as a standalone credential, credits from which are transferrable to the Business Intelligence and Analytics concentration in the Master of Business Administration program.

## KNOWLEDGE AND SKILLS

### ANALYTICS TOOLS

Identify and evaluate, based on relative strengths and weaknesses, the appropriate analytical tools needed to solve multidimensional business problems.

### ANALYTICS MODELING

Construct business analyses and translate the findings to a diverse audience of experts.

### ANALYTICS STRATEGIES

Explain the strategic implications of applying the techniques of business analytics to support the decision-making of senior level managers in their organization.

## COURSEWORK

BIAM500	Applications of Business Analytics I
BIAM510	Applications of Business Analytics II
BIAM530	Developing and Managing Databases for Business Intelligence
BIAM560	Predictive Analysis
MATH534	Applied Managerial Statistics
MIS540	Innovation Through Technology

### ACCELERATED SCHEDULE

8 months



Average 6 credits per semester

OR

### NORMAL SCHEDULE

12 months



Average 9 credits per semester

## ACCELERATE AT YOUR PACE

Choose the schedule that best fits your goals and commitments. You can earn your **Graduate Certificate** in as few as **8 months**.

Or, follow a normal schedule and complete your program in 12 months.

Assumes continuous, year-round enrollment with no breaks