GRADUATE CERTIFICATE
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

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.