

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



EARN A CREDENTIAL AT EVERY STEP

The Big Data and Analytics Graduate Certificate can be a stepping stone to our MBA in Business Intelligence and Analytics Management specialization or the Master's of Information Technology Management Data Administration and Management specialization. If you choose to continue on with your education, all credits apply to these graduate programs.*

*At the time of application to the next credential level, an evaluation of qualifying transfer credit will occur and the most beneficial outcome will be applied.

Number of credits and courses vary by program. See catalog for complete details