BUSINESS ANALYTICS CERTIFICATE

The Business Analytics certificate is an excellent specialization if you are currently pursuing a Quinlan graduate degree or are a working professional who needs to better understand current business analytics methodologies. This certificate will strengthen your analytic skills, while also guiding you through the most contemporary software, languages, and methodologies for modeling and analyzing data.

Master's

- Business Analytics (MS) (https://catalog.luc.edu/graduate-professional/business/business-analytics-ms/)

Combined

- Business Analytics (MBA/MS) (https://catalog.luc.edu/graduate-professional/dual-degree-programs/business-analytics-mba-ms/)

CURRICULUM

Code	Title	Hours
Required Courses		
INFS 492	Database Systems [1]	3
INFS 494	Data Mining	3
INFS 796	Data Warehousing	3
Elective Courses		
Select two of the following:		6
ECON 625 / FINC 625	Applied Econometrics	
INFS 443	Business Analytics	
INFS 493	Strategic Use of Database Analytics	
INFS 590	Global Strategy and Data	
INFS 592	Data Visualization	
INFS 691	Principles of Analytic Programming	
INFS 791	Programming for Business Decision Making	
INFS 797	Applications of Visualization	
ISSCM 491	Managerial Statistics	
ISSCM 495	Forecasting Methods	
ISSCM 596N	Data Driven Decision Making	
MARK 461	Research Methods in Marketing	
MARK 562	Database Marketing Strategy	
MARK 661	Customer Analytics	
MARK 662	Marketing Metrics	
SCMG 489	Supply Chain Analytics	
Total Hours		**15**

[1] Must be taken before INFS 796 Data Warehousing

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
Fall		
INFS 492	Database Systems	3
	Hours	**3**
Winter		
Select one from Electives		3
	Hours	**3**
Spring		
INFS 494	Data Mining	3
Select one from Electives		3
	Hours	**6**
Summer		
INFS 796	Data Warehousing	3
	Hours	**3**
	Total Hours	**15**

Graduate & Professional Standards and Regulations

Students in graduate and professional programs can find their Academic Policies in Graduate and Professional Academic Standards and Regulations (https://catalog.luc.edu/academic-standards-regulations/graduate-professional/) under their school. Any additional University Policies supercede school policies.

LEARNING OUTCOMES

Upon completion of the certificate program, you will be able to:

1. Organize and analyze data in a professional manner using formal methods and techniques;
2. Leverage data and analytics as a business asset;
3. Use data and analytics to identify new business opportunities;
4. Formulate strategic recommendations based on data and analytics;
5. Use various languages and tools, including R, SQL, Tableau, and data modeling software