

# BUSINESS ANALYTICS - ACADEMIC CERTIFICATE (AC)

Explore More About This Program: <https://cwi.edu/program/business-general>

## Certificate Quick Facts

- **Instructional School:** Social Sciences and Public Affairs
- **Department:** Business
- **Program Code:** BUS-ANLYTC.AC
- **Program Type:** Academic Transfer
- **Available Fully Online:** No
- **Eligible for Federal Financial Aid:** No

NOTE: Courses required for this program *may* have an additional fee; more information can be found on the [Special Course Fees](#) web page.

## Certificate Requirements

Course	Course Title	Min Credits
<b>Major Requirements</b>		
BUSA 120	Business Software Applications	3
BUSA 201	Business Communication and Professionalism	3
BUSA 207	Introduction to Business Analytics	3
BUSA 208	Business Analytics	3
BUSA 270	Big Data and Business Analytics	4
<b>Minimum Credit Hours Required</b>		<b>16</b>

NOTE: This certificate is not currently eligible for federal financial aid.

## Certificate Plan: Summer Start

The course sequence listed below is strongly recommended in order to complete your program requirements. Please register for each semester as shown using the Student Planning tool in myCWI. Plans may be modified to fit the needs of part-time students by adding additional semesters. Consult your advisor for any questions regarding this course sequence plan.

First Year		Credit Hours
<b>Summer</b>		
BUSA 120	Business Software Applications	3
<b>Total Semester Credit Hours</b>		<b>3</b>
<b>Fall</b>		
BUSA 201	Business Communication and Professionalism	3
BUSA 207	Introduction to Business Analytics	3
<b>Total Semester Credit Hours</b>		<b>6</b>
<b>Spring</b>		
BUSA 208	Business Analytics	3
<b>Total Semester Credit Hours</b>		<b>3</b>

## Second Year

### Summer

BUSA 270	Big Data and Business Analytics	4
<b>Total Semester Credit Hours</b>		<b>4</b>
<b>Minimum Credit Hours Required</b>		<b>16</b>

## Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Formulate business questions that lead to business strategies or actions.
- Describe the data in terms of the business context.
- Perform data wrangling to prepare the data for subsequent analyses.
- Develop predictive models to inform decision-making and select the best predictive model(s).
- Evaluate model performance from a business perspective.
- Communicate key findings through storytelling.
- Connect with the business community.
- Engage with community members in experiential learning opportunities through class assignments.
- Connect with peers through case studies and group projects.
- Create reports to include charts/graphs, analyses, interpretations, and recommendations.
- Present findings in the form of an oral presentation.
- Demonstrate effective use of relevant technology in the business analytics field.