

BUSINESS ANALYTICS - ACADEMIC CERTIFICATE (AC)

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

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.