

Applied Business Data Analytics, Certificate

BABDACERT

Description

The certificate program in applied business data analytics is for students who are interested in practical uses for computer-based tool suites that are capable of managing vast amounts of data. Students learn sophisticated but easy-to-use means of managing and analyzing such data. They leverage the tools for making good decisions about projects, process designs and fundamental tasks.

Exposure to predictive analytics and modeling, big data techniques, and visualization provides significant insight into the advanced uses of the computer-based tools. Critical thinking is an important skill and mindset that is required for establishing and evaluating evidence-based benchmarks for making good data decisions leading to high-quality outcomes.

At a glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe](#) or [Online](#)

Program requirements

[2024 - 2025 Certificate Map](#)

[Certificate Map \(Archives\)](#)

The certificate in applied business data analytics requires 18 credit hours. At least 12 credit hours must be upper division.

To earn the certificate, students must complete all courses with a grade of "C" (2.00 on a scale of 4.00) or higher.

No more than six credit hours may be shared between the certificate and other degree programs, minors, and/or other certificates.

Required Courses -- 18 credit hours

[CIS 105: Computer Applications and Information Technology \(QTRS OR CS\)](#) (3)

[CIS 308: Advanced Excel in Business](#) (3)

[CIS 309: Business Process Management](#) (3)

[CIS 310: Business Data Visualization](#) (3)

[CIS 405: Business Intelligence](#) (3)

Any Statistics Course or [CIS 313: Location Analytics in Business](#) (3)

Prerequisite courses may be needed in order to complete the requirements of this certificate.

Enrollment requirements

ASU degree-seeking students

The applied business data analytics certificate is open to all ASU students who are not pursuing the applied business and technology solutions or entrepreneurial leadership degree programs.

No more than six credit hours may be shared between the certificate and other degree programs, minors or other certificates.

Nondegree-seeking students

This certificate is available through the [Pathways for the Future program](#). Applicants without a bachelor's degree are eligible to apply for, and receive, this certificate, through the Pathways for the Futures program. Applicants who already hold a bachelor's degree should apply to ASU and this certificate program as a nondegree-seeking graduate student.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

Career opportunities

Students can advance their career options with an undergraduate certificate. By adding this specialization as a complement to their major program of study, students become more attractive to future employers.

Graduates with this certificate often decide to pursue employment in management, business analysis or marketing. Advanced degrees or certifications may be required for academic or clinical positions.

Contact information

