Graduate Certification
APPLIED BUSINESS ANALYTICS:

Certification Overview

The Certification in Applied Business Analytics is ideal for Amberton students who want to enhance their ability to successfully understand and initiate business analytics functions in modern organizations. Grounded in an array of analytics principles, the Applied Business Analytics Certification is a study of strategies, tools, methods, and applications that provide students with an understanding of the implementation of enterprise analytics to gain competitive advantage. The four-course core curriculum focuses on contemporary business analytics theories and best practices. Students will acquire basic knowledge of business analytics tools, techniques, and processes necessary to effectively employ applications such as machine learning, artificial intelligence, linear/non-linear programming, optimization, and root cause analysis to support decision making in modern organizations. **By completing these four courses you not only complete the certification, but also earn 12 graduate credit hours.**

Courses Required

ACC6135	Data Analytics for Accountants	3 Hours
MGT6460	Applied Business Analytics	3 Hours
MGT6470	Operations Analytics	3 Hours
MKT6450	Competitive Marketing Analytics	3 Hours