## Academic Plan as of spring 2023

**Program Description:**
Business analytics is a growing field impacting many aspects of our world and the digital economy. In2017, The Economist boldly published an article titled, "The world's most valuable resource is no longer oil, but data." In the ensuing years, investment in data, analytics, business intelligence, and reporting has skyrocketed, estimated to reach over $100B by 2027.Delivered fully online, our Business Analytics Science Certificate Course is taught by industry experts and covers the key areas required to be effective at utilizing data to help an organization optimize it's business processes by making better, more informed decisions. In this 10-week course, you will learn key concepts and strategies, get hands-on practice (with feedback from experts) and earn in-demand credentials.

**Program Learning Outcomes:**
At the end of the program, you'll be able to:
- Explain the importance of analytics to an organization and outline the role of a business analyst in relation to other key functional areas.
-  Develop the appropriate key performance indicators (KPIs) to measure a project, business opportunity, etc., to create measurable business value.
- Implement the process that supports data analytics: from data sourcing, modeling, reporting & visualization.
- Develop SQL queries allowing you to extract and report on data stored in a database.
- Deliver relevant, impactful data visualizations using in-demand software programs, such as Microsoft Excel and Tableau.
- Create a set of specific career goals aligning your background/experience with the role of a Business Analyst in your target industry.

**Program Requirements:**
To earn the Business Analytics Science Certificate you must successfully complete the Business Analytics Science Course.

<u>Required Course:</u>
- Business Analytics Science