



Graduate Certificate Requirements

To enter the graduate certificate program, students must have completed a bachelor's degree from an accredited institution of higher education with a GPA of at least 2.8 (4.0 scale), a 3.0 in the last 60 hours, or a 3.2 in the last 30 hours.

The GMAT exam is not required.

Any currently admitted graduate student in the UALR College of Business or the George W. Donaghey College of Engineering and Information Technology will automatically be admitted upon application.



UNIVERSITY OF ARKANSAS AT LITTLE ROCK
DONALD W. REYNOLDS CENTER FOR
BUSINESS & ECONOMIC DEVELOPMENT

DEPARTMENT OF BUSINESS INFORMATION SYSTEMS

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UNDERGRADUATE AND GRADUATE PROGRAMS

UNIVERSITY OF ARKANSAS AT LITTLE ROCK

Business Analytics

Bachelor of Business Administration (BUAL-BBA)
Undergraduate Certificate (BUAL-CP)
Graduate Certificate (BUAL-GC)



Registered as a
STEM Program
Science Technology Engineering Math

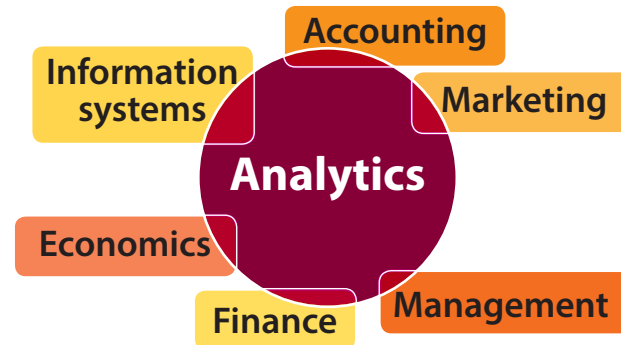


Career Enhancing

Business analytics, the use of evidence-based data to make decisions and improve organizational effectiveness, is increasingly important in today's global market. Earning a bachelor's degree or certificate in business analytics will distinguish you in a competitive field.

Market Based

From accounting, to management, to marketing, almost all business models today use analytics to support an organization's overall strategy. Employers across many industries recognize the knowledge and skills that completing a B.B.A. or certificate program in business analytics provides.



The Business Analytics Program at UALR has been developed collaboratively with analytics professionals in area organizations, including Acxiom, Arkansas Blue Cross and Blue Shield, Dillard's, Southwest Power Pool, and Windstream.

In the program you will develop marketable technical and decision-making skills in all functional areas of business.



Students interact with Microsoft Technical Evangelist Paul DeCarlo.

In Demand

There is a significant growth in demand for big-data expertise across a range of occupations, including marketing managers, systems analysts, and IT project managers.

According to the McKinsey Global Institute, by 2018 the U.S. will:

- Face a shortage of 140,000 to 190,000 analytics professionals.
- Face a shortage of 1.5 million analytics-savvy decision makers.
- Be unable to supply 50-60 percent of these shortages.

Bachelor of Business Administration

Pursue a high-demand career by earning a B.B.A. degree in business analytics. This interdisciplinary business degree develops the technical and analytical skills you need in today's business environment.

Undergraduate Certificate

Differentiate your business degree with the undergraduate certificate in business analytics. With analytical techniques integrated into all business disciplines, this certificate will augment core competencies in your speciality and help launch your career.

Graduate Certificate

Enhance your career by developing business intelligence skills through the graduate certificate in business analytics. You will become familiar with IT infrastructures and systems that provide data resources and decision support in an organizational context. The program is also designed to increase career opportunities of IT and MBA graduates.

Graduate certificate courses may be applied to the Master of Science degree in business information systems.



Business analytics positions posted in Arkansas, nationally, and internationally range in salary from \$40,000 to more than \$100,000.

There has never been a better time to pursue a career in the field of business analytics!