**Differentiate Your Business Degree with the**

**Business Analytics Undergraduate Certificate**

In today’s environment of big data, business analytics—evidence-based decision making—is being increasingly used to differentiate organizational effectiveness across industries. YOU can differentiate your career readiness by complementing your undergraduate degree in business with the Business Analytics Undergraduate Certificate.

**Analytics/Business Intelligence Investments Reported as Top Investment by IT Leaders.**

*The 39th Society for Information Management annual study, with responses from over 1,000 IT executives in the U.S., reported in 2019 that Analytics/Business Intelligence/Data Mining/Forecasting/Big Data investments were the #1 information technology investment.**PwC* projects that 2.7 million jobs will be posted for analytics positions in the U.S. by 2020.

Analytics is being integrated into decision making in all fields of business. Completing this certificate program will provide you a competitive edge in the marketplace. 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, to name a few. In the program you will develop marketable technical and decision making skills relevant to all functional areas of business—accounting, finance, economics, information systems, management, and marketing.

You will note that your major may already incorporate some of these classes, so the total certificate requirement may be fewer than 18 hours.

**Business Analytics Undergraduate Certificate**

**(18 Hours Required)**

**Required Courses (9 hours)\***

BINS 4350 Business Database Management Systems OR IFSC 3320 Database Concepts

BINS 4351 Data Analysis and Reporting

BINS 4352 Big Data Analytics Tools

**Electives (9 hours)**

BINS 4312 Object-Oriented Programming

ECON 4350 Applied Econometrics

FINC 4350 Financial Behavior and Modeling

FINC 4355 Predictive Data Analysis

IFSC 4325 Data Mining

IFSC 4345 Information Visualization

MGMT 4304 Supply Chain Management

MGMT 4367 Human Resource Analytics and Metrics

MKTG 4310 Marketing Research

MKTG 4316 Digital Marketing

\*If you have not completed BINS 3352 in your degree requirements, it should be taken as an elective.

For details about the program and advising information, contact Dr. Robert Mitchell, chairperson, Department of Business Information Systems, Reynolds Business 211 (rbmitchell@ualr.edu, 501.569.8854).