



## Data Analytics Certificate | 15 Credit Hours

### Required Course (9 credit hours)

#### MKTG 580: Marketing Analytics Fundamentals (3)

Business intelligence is a systematic approach to harnessing customer data and competitive information to drive strategic business decision making.

#### MIS 665: Business Analytics and Data Mining (3)

In-depth study of a broad range of topics and techniques in business intelligence (BI), data mining, and database marketing (DM).

#### MIS 670 - Social Media Analytics and Web Mining (3)

This course is an in-depth study of a broad range of topics and techniques in the areas of social media analytics, web mining and social network analysis.

### Elective Course Options (6 credit hours)

#### ECON 630: Introduction to Econometrics (3)

An introduction to the analytical and quantitative methods used in economics. Applications to specific problems with an emphasis on computer analyses.

#### FINAN 623: Financial Modeling (3)

This course is designed to provide an in-depth knowledge of the use of Excel for use in the corporate finance and equity valuation environment.

#### MANGT 521: Managerial Decision Analytics (3)

This course is designed to render managerial decisions supported by analytic capabilities that improve the decision-making process and reduce decision time, complexity, and uncertainty.

#### MKTG 642: Marketing Research (3)

Marketing research is designed to acquaint the students with concepts, methods, and applications of research regarding the market environment.

#### MKTG 581: Applications of Marketing Analytics (3)

Marketing analytics focuses on applications of quantitative analysis to understand dynamic marketing phenomena.

#### MIS 422: Business Database Systems (3)

Examination of database theory, design, implementation and the value of data to an organization.

\*For prerequisites, review the course catalog: <http://catalog.k-state.edu> or talk to an advisor

### Why a Data Analytics Certificate?

Data analytics (DA) is the extensive use of analytical tools and technologies to develop insights from structured and unstructured data ("big data"). There is an increasing demand for managers and analysts with talents ("data savvy") in managing and analyzing data and applying the findings to fact-based decisions, action, and learning. The DA certificate will help K-State students to distinguish themselves as "data savvy" in their professional fields.

### Certificate Requirements:

- \* Certificate can be completed by degree seeking students at Kansas State University, obtained as a credential on its own (free-standing), as a non-degree, certificate seeking student, or earned post-baccalaureate.
- \* Students must achieve a cumulative 2.5 GPA on all courses taken to fulfill the requirements of the certificate program.
- \* ***Prior permission is required from the CBA to take a class at another institution.***
- \* Complete the certificate declaration form in 1001 Business Building.

### College of Business Administration

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