The business intelligence and analytics discipline is critically important in today’s information systems and industry environment. Due to increased access to big data, unstructured and structured data, these capabilities that lead directly to competitive advantage and increased profits. Thus, trained business analysts with skills in business intelligence, analytics, and advanced data management are in high demand.

Memphis-area companies are particularly interested in employees and applicants with business intelligence, analytics, and big data skills. The objectives of the Graduate Certificate Program in Business Intelligence and Analytics are to educate individuals in the intelligence, analytics, and big data, so that they can effectively contribute to industry analytics efforts with a specific emphasis in the integration of data from a variety of business processes and sources. Specifically, include predictive modeling, classification, clustering, and association rules, artificial neural networks, decision trees, nearest neighbor approaches, and genetic algorithms, among others. Big data topics include key-value approaches, big table models, document data stores, and graph databases. The program offers guidance on building the business case, building the model including problem definition and data evaluation, and evaluation of the model.

Benefits

? **Certified** – Offered through the University of Memphis Fogelman College of Business and Economics, which is 100% AACSB accredited.

? **Flexible** – Classes are offered after 5:30 p.m. The certificate can be completed in as little as one academic year, as two of the courses are offered in the Fall and another two in the Spring semesters.

? **Expandable** – Classes taken to earn the Certificate can count towards a master’s degree in Information Systems for degree-seeking students.

? **Connected** – Take advantage of the tremendous networking opportunities with other professionals in your field.

? **Extended-Residency** – Graduates of the MSIS degree program and the Business Intelligence & Analytics Certificate program may apply for extended months of OPT after completion of both programs during the same semester.

? **High-Demand** – There is a continuously increasing level of demand from the business community and advisory boards for individuals with specialized business intelligence and analytics training.
Curriculum

Three hours (one course) from this group:

- MIS 7620 — Business Intelligence
- COMP 7118 — Topics in Data Mining

Three hours (one course) from this group:

- MIS 7190 — Programing for Business
- PUBH 7190 — Advanced SAS for Public Health Professionals

Three hours (one course) from this group:

- MIS 7660 — Advanced Data Management
- COMP 7116 — Advanced Database Systems

Three hours:

- MIS 7621 — Data Analytics for Business

Admission Requirements

- Undergraduate bachelor’s degree & official transcript
- Completed application (see contact information below for a copy of the application)
- You do not need a GRE or GMAT score unless applying for degree-seeking status to earn a master’s degree

Admission & Contact Information

To apply or for more information, visit memphis.edu/bitm/programs/bicertificateprogram.php SVCEP2) */ 01- */'}