

POWER UP YOUR CAREER

EARN A GRADUATE CERTIFICATE IN DATA ANALYTICS FOR MANAGEMENT



Looking to fast track your way to a career in business analytics?

The **Graduate Certificate in Data Analytics for Management** offered through the MIS Department at the Fogelman College of Business and Economics is a four-course program that can be taken post-bachelor's degree, post-master's degree or as part of a master's degree program.

This certificate program combines business management practices with project leadership and technological training to help you to become a successful data analytics professional. Our programs focuses on utilizing AI and machine learning, evaluating web analytics to understand user behavior and optimizing online experiences.

BENEFITS

- **Certified** – Offered through the University of Memphis Fogelman College of Business and Economics, which is 100% AACSB accredited.
- **Flexible** – Classes are available in both traditional classroom and fully online formats. The certificate can be completed quickly with available sections in summer, fall and spring semesters.
- **Expandable** – Classes taken to earn the certificate can count toward a master's degree in Information Systems (MSIS) for degree-seeking students.
- **Connected** – Take advantage of the tremendous networking opportunities with other professionals in your career.
- **Extended-Residency** – Graduates of the MSIS degree program and the Data Analytics for Management Certificate program may apply for extended months of Optional Practical Training (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 data analytics training.



THE UNIVERSITY OF
MEMPHIS.

Department of Management
Information Systems



CURRICULUM

The Data Analytics for Management Certificate is a 12-credit hour/four-course program. Design your schedule to meet your needs and interests based on the following options:

REQUIREMENTS

- MIS 7620** – Business Machine Learning I
- MIS 7700** – Fundamentals of Data Analytics
- MIS 7710** – Web Analytics
- MIS 7720** – Business Artificial Intelligence

ADMISSION REQUIREMENTS

- Undergraduate bachelor's degree and official transcript
- Completed application
- GRE/GMAT scores are not required unless you are applying for degree-seeking status to earn a master's degree.

APPLY TODAY

For more information and to apply, scan the QR code.



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