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 & 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 program is the perfect blend of business management with skills and technology knowledge needed to become a data analytics professional. Our program has a specific emphasis including machine learning and the use of AI, web analytics to understand user behavior and optimize online experiences and project leadership skills to help lead data analytics efforts.

**Benefits**

- **Certified** – Offered through the University of Memphis Fogelman College of Business & 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 Services 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 Project Management 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 project management training.
- **Continued-Learning** – By enrolling in this Project Management Certificate program you can earn PDUs to maintain a PMP Certification.
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:

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

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/mis/programs/damcertificateprogram.php or call 901.678.4613