



# Graduate Certificate BIG DATA AND ANALYTICS

## ABOUT THIS PROGRAM

Keller's Big Data and Analytics graduate certificate program is designed to help students analyze important data that ultimately drives strategic business decisions. Students can develop proficiency in the methods and technologies needed to gather, store and report on big data. Coursework explores topics such as business analytics, social network analysis, relational database management, data warehousing, data modeling and decision trees.

The certificate can be earned as a standalone credential, credits from which are transferrable to the Business Intelligence and Analytics concentration in the Master of Business Administration program.

## KNOWLEDGE AND SKILLS

**ANALYTICS TOOLS** — Identify and evaluate, based on relative strengths and weaknesses, the appropriate analytical tools needed to solve multidimensional business problems.

**ANALYTICS MODELING** — Construct business analyses and translate the findings to a diverse audience of experts.

**ANALYTICS STRATEGIES** — Explain the strategic implications of applying the techniques of business analytics to support the decision-making of senior level managers in their organization.

## COURSEWORK

ACCT500	Essentials in Accounting, Finance and Economics
BIAM500	Applications of Business Analytics I
BIAM510	Applications of Business Analytics II
BIAM530	Developing and Managing Databases for Business Intelligence
MATH534	Applied Managerial Statistics
MIS540	Innovation Through Technology

## TWO CREDENTIALS IN ONE

At Keller, our programs are stackable, which can be of significant value to you. With a graduate certificate, you can earn a valuable credential with less time and tuition – and all credits apply directly to your master's degree\*. This stackable model allows you to choose the building-blocks you need to fit your career and earn two credentials in one.



\*Number of credits and courses vary by program. See catalog for complete details.