

# Business Analytics Certificate

The Business Analytics Certificate is designed to meet the needs of students interested in building statistical and data analysis skills. These skills are persistently in high demand. Local insurance and finance industry employers particularly value UW-Oshkosh graduates with statistical analysis skills learned in the Business Analytics Certificate coursework. This certificate is open to all students.

## Required pre-core course

- Econ 210 – Business and Economic Statistics\*  
\*Non-Business and non-Economics majors may substitute Psych 203 with B, Soc 281 with B or Math 301 with C.

## Required core courses (2) – Choose two of the following courses:

- Econ 472 – Time Series Analysis and Forecasting
- Econ 473 – Econometric Methods
- Econ 475 – Predictive Analytics

## Elective course (1) – Choose one of the following courses:

- Marketing 418 – Marketing Analytics
- Marketing 428 – Digital Marketing Analytics
- Marketing 374 – Market Research
- SCM 342 – Analytical Methods in Supply Chain Management
- INFO SYS 201 – Intro to Business App Development
- INFO SYS 315 – Database Systems in Business
- Econ 472 – Time Series Analysis and Forecasting
- Econ 473 – Econometric Methods
- Econ 475 – Predictive Analytics
- MHR 381 – Quantitative Business Analysis\*  
\*Open only to non-BBA majors as an elective course option