

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 & 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 emphases 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

