

Gain analytical skills that help solve business challenges

Earn the University of Wisconsin-Parkside Business Analytics Certificate 100% online through the UW Flexible Option

As organizations collect more and more data, they need skilled analysts who can not only transform data into actionable business solutions, but also communicate those solutions effectively. Demand for skilled business analysts is expected to grow 19 percent nationwide by 2030, according to the Bureau of Labor Statistics.

Position yourself for a career in business analytics with the University of Wisconsin-Parkside Business Analytics Certificate offered through the UW Flexible Option, where you'll gain the analytical skills and tools needed to develop solutions for your organization.

Whether you are an analyst hoping to further develop your skills, want to learn the tools to move into an analyst role, seek to develop specialized skills, or want to have a better understanding of analytics to communicate with stakeholders, this Business Analytics certificate can help you achieve your goals.

“Business Analysis is the practice of enabling change in an enterprise by defining needs and recommending solutions that deliver value to stakeholders”

— *International Institute of Business Analysis (IIBA)*



The UW Flexible Option Advantage

Save Time and Money

Designed for working adults, the 100% online UW Flexible Option breaks free from semester schedules. You can start any month, advance at your own pace, and complete your coursework whenever you're ready. There are no traditional classrooms, group work, or class time requirements. You can use your professional experience and prior training to help accelerate your progress through the certificate.

Gain Real-World Skills

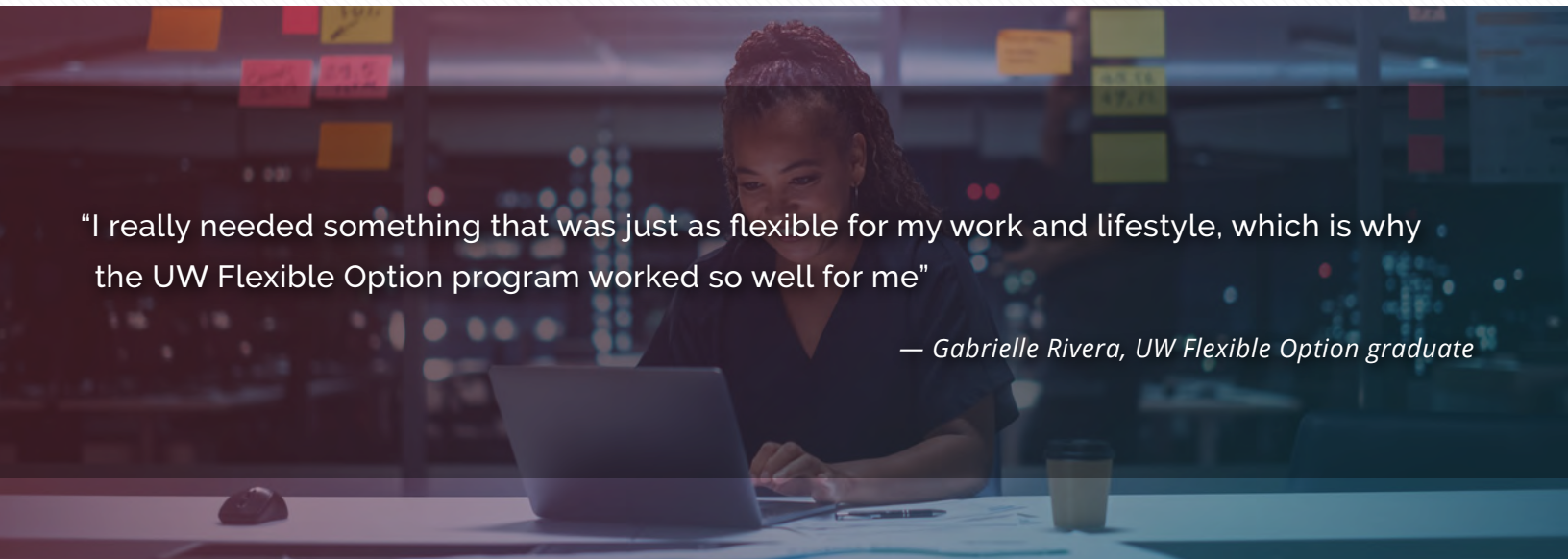
The Business Analytics certificate will prepare you to learn how to use data to lead transformation at your organization. The comprehensive curriculum was developed by UW-Parkside faculty and features the skills and knowledge industry leaders say are essential.

Earn a UW-Parkside Certificate

Students in the UW Flexible Option program earn a certificate from the UW-Parkside College of Business, Economics, and Computing. This college holds the prestigious accreditation of the [Association to Advance Collegiate Schools of Business International](#) (AACSB). AACSB accreditation is the gold standard for business education quality, and fewer than 5% of business programs around the world have this accreditation.

Independent, But Not Alone

While you control the pace of your studies, you can expect a supported experience. From day one, you are assigned a coach who will support you through the program. Your coach gives you advice on everything from study strategies and how to balance your time, to what comes next.



"I really needed something that was just as flexible for my work and lifestyle, which is why the UW Flexible Option program worked so well for me"

— Gabrielle Rivera, UW Flexible Option graduate



Curriculum

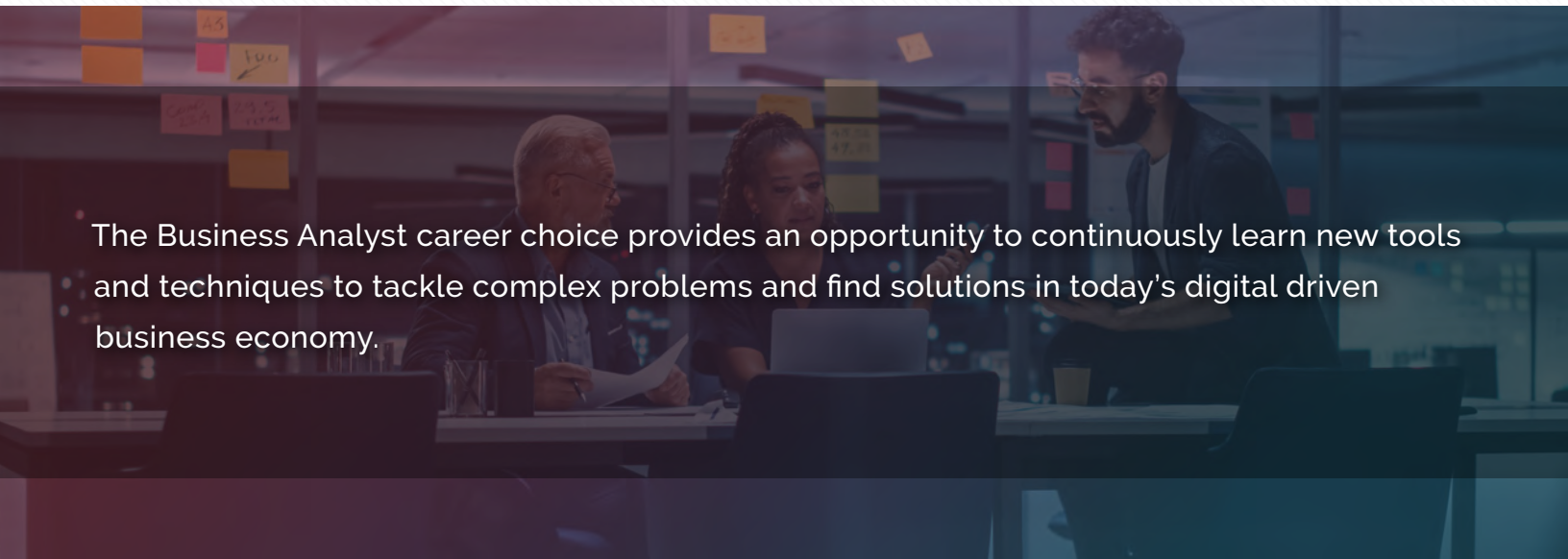
The Business Analytics curriculum is designed and taught by UW-Parkside faculty. Students must complete 16 credits (11 courses) to earn this certificate.

What You'll Learn

- » Visualize business data using state-of-the art visualization tools
- » Use business scenarios to formulate and conduct relevant statistical analysis using the latest analytical tools
- » Interpret results from analysis for managerial decisions and communicate results to stakeholders
- » Develop AI and machine learning applications for business scenarios
- » Apply business analytics tools and techniques to business functions such as marketing, sales, HRM, management, operations, supply chain, and finance

Earn Your Bachelor of Science in Business Administration

Interested in earning more than a certificate? Business Analytics certificate courses are part of the UW-Parkside Bachelor of Science in Business Administration curriculum. Learn how you can earn this [online business degree](#).



The Business Analyst career choice provides an opportunity to continuously learn new tools and techniques to tackle complex problems and find solutions in today's digital driven business economy.

Who should apply?

This program is suited for self starters who can work independently and are:

- ✓ Professionals who want to move into a business analyst role and need to learn the tools
- ✓ Analysts hoping to further develop their skills
- ✓ General business degree holders seeking specialized skills
- ✓ Professionals seeking a better understanding of analytics to communicate with stakeholders
- ✓ Business professionals with experience, but no degree, pursuing career advancement

Tuition

The UW Flexible Option offers working adults—like you—a more affordable way to finish a certificate. Your coursework takes place in subscription periods, rather than semesters. These 12-week subscription periods start every month.

Instead of paying based on your course or credit load, you pay a flat rate tuition of \$2,250 per subscription period. Enroll in as many courses as you want in a subscription period, and add more courses if you finish others early, giving you control over the total cost of your program. The number of subscription periods you need to finish the program is based on your schedule, experience, prior coursework, and goals.



\$2,250
ALL-YOU-CAN-LEARN
12 week subscription



Your tuition rate will not change from when you start the program through graduation—that's the [Flex Tuition Guarantee](#).

Get more information

Our enrollment advisers are available to answer any questions you have about the UW Flexible Option Business Analytics Certificate program. Earning this credential can happen sooner than you think—reach out to one of our advisers to get started today!

By phone: 1-608-800-6762

By email: flex@uwex.wisconsin.edu

Visit our website: flex.wisconsin.edu