

UNDERGRADUATE EMBEDDED CERTIFICATE IN BUSINESS ANALYTICS

The Undergraduate Business Analytics Certificate offered by Scheller College provides training in statistics, and in data analysis, management and visualization, as well as in applications of analytics techniques to different business areas.

The objective of the Undergraduate Business Analytics certificate is to prepare students to structure, transform and analyze data to gain insights that will improve business intelligence and managerial decision-making.

This certificate is available to all undergraduate students at Georgia Tech.

For more information about Scheller College of Business Certificates and how to apply, [click here](#).

Program of Study

Code	Title	Credit Hours
Core Requirement		
MGT 4050	Business Analytics	3
Three (3) courses chosen from the following:		9
MGT 3310	Marketing Research: Qualitative Aspects	
MGT 3745	Business Programming	
MGT 4028	Financial Analysis and Reporting of Technology Firms	
MGT 4057	Business Process Analysis and Design	
MGT 4058	Database Management Systems	
MGT 4181	Business Forecasting	
MGT 4332	Database and CRM Strategy	
MGT 4367	Revenue Analytics	
MGT 4726	Privacy, Technology, Policy, and Law	
MGT 4803	Data Visualization	
MGT 4803	Pricing Strategy and Analytics	
MGT 4803	Understanding Markets with Data Science	
CS 4460	Introduction to Information Visualization	
Total Credit Hours		12

- Student must earn a grade of "C" or higher in all of the courses to qualify for the certificate.
- *Please check the course catalog while planning a schedule.* Many of these courses require prerequisites which will not be waived. However, there are several allowed *substitutions* for **MGT 2250** as a prerequisite for MGT 4181, including: BMED 2400, BIOL 4401, ECON 2250, ISyE 2028 *and* ISyE 2027, ISyE 3770, MATH 3215, MATH 3225, MATH 3770 *or* MATH 3670, PSYC 2020, and PUPB 3120 (was PUPB 4113). For MGT 2251 as a prerequisite for MGT 4367, ISyE 4133 is an allowed substitution.