



# University of Connecticut

## ADVANCED BUSINESS CERTIFICATE (ABC)

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## BUSINESS ANALYTICS (BA)

Technology advancements now allow companies to collect massive amount of data. With so much raw data, businesses urgently need analytics tools that allow them to effectively analyze and act upon these data to help them identify opportunities and risks and to optimize business processes. This program is created for business managers and information professionals who are interested in the role of business analytics in organizations and how data analytics can be applied to help make better business decisions.

**Location:** Graduate Business Learning Center (GBLC) in Hartford

### Departments offering the Program

Department of Operations and Information Management (OPIM) in the School of Business.

### Eligibility and Application Process

To qualify for admission to the ABC-BA program, the applicant must have an undergraduate degree and are working professionals in this area. Advanced Business Certificate (ABC) applicants may apply to the program at any time during the year. Apply online at <http://www.business.uconn.edu/abc>

### Courses

OPIM 5604: Predictive Modeling - OFFERED IN Fall/Summer

OPIM 5641: Business Decision Modeling - OFFERED IN Fall/Spring

OPIM 5671: Data Mining and Business Intelligence - OFFERED IN Spring

OPIM 5272: Business Process Modeling and Data Management - OFFERED IN Fall

OPIM 5894: Topic - Real-Time Enterprise Data Integration and Audit - OFFERED IN Spring

### Pedagogy

All courses will be offered in a blended fashion with a mixture of face-to-face and online instruction.

### Contacts

Please contact the program office or the individual department for further details. You can also obtain further information from <http://www.business.uconn.edu/cms/p421>.