

# BUSINESS ANALYTICS AND AI CERTIFICATE

## Overview

The undergraduate certificate in Business Analytics and AI is designed to leverage students' domain knowledge gained from the core BSM curriculum, covering business topics including, management science (analytics, information systems, operations), finance, marketing, management, legal studies, and accounting. With a strong emphasis on skill development, experiential learning, and industry exposure (guest speakers and other engagements), students will graduate with both a solid foundation in the fundamental principles of Business Analytics and AI as well as a path towards a future career in the industry.

The Certificate in Business Analytics and AI is applicable to a wide range of future professionals across multiple business areas and industries such as operations & strategy, marketing, finance, sports, healthcare, energy and beyond. Specifically, the certificate may be of interest to aspiring business data analysts and technical business analysts, data visualization and business intelligence specialists, analytics managers, and similar data & analytics roles that exist in other areas & industries.

## Requirements

The Certificate in Business Analytics and AI will be awarded to those undergraduate students within the A.B. Freeman School who successfully complete four courses and twelve (12) credit hours. The certificate must be earned concurrently with the BSM degree. No more than one course of the Certificate in Business Analytics and AI may count toward a student's BSM degree and major. Students will need to take three core courses and one elective course among several course options to complete this certificate, as follows:

Course ID	Title	Credits
<b>Three Core Courses</b>		<b>9</b>
MGSC 4790	Advanced Business Analytics with Python	
MGSC 4690	AI for Business	
MGSC 4590	Business Data Exploration & Visualization	
<b>Elective Course (Choose One of the Following)</b>		<b>3</b>
ACCN 3290	Accounting Analytics	
MKTG 4110	Research and Analytics	
MKTG 4250	Social and Online Marketing	
<b>Total Credit Hours</b>		<b>12</b>

Program String and Field of Study Code: BSCER\_UG, BSAI

## Contact

For more information, contact the A. B. Freeman School of Business (<https://freeman.tulane.edu/contact-us/>).