

THE ONLINE FOUNDATIONS IN BUSINESS ANALYTICS CERTIFICATE FROM WILLIAM & MARY

PROGRAM
DETAILS

William & Mary's [Online Foundations in Business Analytics Certificate](#) program is your point of entry to the lucrative, data-driven roles that are redefining business today. In just over one semester, you can develop a base of mathematics, programming and core business skills that can prepare you for a career pivot into data science or other leading-edge quantitative areas.

The streamlined curriculum for this online certificate program is only 12 credits in length, and each of its five courses provides a high-impact set of technical skills. Build your foundation in R and Python programming, linear algebra, probability, and statistics and begin applying them to today's business problems.

And this program can be just the beginning of your analytics training: Students who complete the certificate program in good standing are invited to apply to the [Online Master of Science in Business Analytics](#) program with no additional application requirements, and all credits from the certificate may be applied toward completion of the MSBA. Are you ready to take the first step?

Online Program Structure

- 5 courses
- 12 credits
- Multiple starts per year; [view upcoming dates](#)
- 100 percent online
- Complete in just over one semester
- Completion in good standing can fulfill admissions requirements for the Online MSBA
- All credits can be applied to the Online MSBA

Program Benefits

- Earn a targeted professional development certificate from an [AACSB-accredited](#) business school
- Engage with a [curriculum](#) designed to train you in some of the most valuable skills on the job market today, including R and Python programming
- Complete coursework and track your progress through our unique and engaging [online learning platform](#)
- Get a leg up on admission into and progress through [the Online MSBA program](#)

To learn more about the Online Foundations in Business Analytics from William & Mary, contact an Admissions Advisor at 844-234-4075.

Admissions Checklist

- Completed online application
- A bachelor's degree or equivalent from a regionally accredited university
- One short essay: Please explain what has led you to pursue the Foundations in Business Analytics Certificate. How do you plan to apply the certificate to your career goals?

Curriculum

- BUAD 502A Probability and Statistics I (3 credits)
- BUAD 502B R Programming (1 credit)
- BUAD 502C Python Programming (1 credit)
- BUAD 502D Linear Algebra for Business Analytics (3 credits)
- BUAD 5112 Competing Through Business Analytics (4 credits)

