



BADGE DETAILS

Micro-Credential Title:

Business Analytics & Intelligence

Description/Summary of Micro-Credential:

This micro-credential provides students fundamental knowledge and skills in data analytics methods & techniques and enables them harness the power of data for decision making. Through three courses, students will gain hands-on experience with a variety of analytical models, tools and data visualization techniques to mine and derive insights from the real-world data sets for supporting data-driven business decisions.

Courses:

Required Course:

- CIS 3302 Introduction to Business Analytics

In addition, students complete course work in any two of following courses:

- CIS 3306 Data Visualization
- CIS 4302 Web & Social Analytics
- CIS 4303 Data Mining

Professional Skills:

- Application of appropriate statistical analyses and data analytic techniques for real-world data problems.
- Data visualization to understand data and communicate findings effectively to diverse audiences.

Earning Criteria:

This badge is awarded to students who complete the above listed courses with a minimum GPA of 2.66 in the micro-credential courses, and have no grade lower than a C.

ISSUER DETAILS

ISSUED TO:

Vlad Serban

DATE OF ISSUE:

June 16, 2025

ISSUER:

Texas A&M University - Central Texas

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