

Data Mining Certificate • Certificate

Why Choose a Data Mining Certificate?

Data mining is a growing field that uses data to gather intelligence in business, marketing, finance, accounting, human resources, insurance, homeland security, criminal justice, education, government, health care and manufacturing. Data mining turns raw data into information. This information creates knowledge used by leaders and managers to establish and achieve organizational goals and sustain a competitive advantage. For example, it assists businesses in spotting customer trends, creating customer loyalty, enhancing supplier relationships, reducing financial risk and uncovering new sales opportunities.

Organizations today face tough competitive challenges. Some challenges can be met with the competitive advantage of better knowledge. Your future employer may assign you to help create that knowledge by using sound research methods to discover knowledge hidden within vast databases. For example, you may be asked to help a team discover customer buying patterns that signal new niche markets. Or you may help discover a pattern of credit card use that points to fraud. Or you may help discover patterns of cell growth helpful in diagnosing cancer. Or you may assist a team searching for patterns of terrorist activities. Or you may help discover changing patterns of habitat growth impacting endangered species. Do you see yourself in a team working with research tools to explore vast amounts of data and information to uncover important patterns? If so, a data mining certificate will prepare you to work in a team setting to help fulfill information needs of your employer through application of data mining methods.

Admissions Requirements

Any person who is admitted to the University is welcome to seek the attainment of this certificate. You must provide evidence of graduation from high school with a 2.35 grade point average.

Graduation Requirements

You will receive the Data Mining Certificate after completion of the requirements with a minimum 2.0 grade point average.

No more than 50% of the credits in this certificate may be transferred from another institution, nor will the certificate be granted if more than 50% of the certificate credits are specifically required in the student's major.

Required Courses

	Credit Hours
STQM 200 Intro to Data Mining	3
STQM 342 Data Mining Tools	3
STQM 380 Data Mining Processes	3
ISYS 411 Project Management	3
Minimum credit hours required for certificate:	12



More Information

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The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)
http://www.acbsp.org/p/st/ld/sid=s1_001

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