

FERRIS STATE UNIVERSITY

Data Analytics (DAAN) – 12 Credits

2022-2023

Undergraduate Certificate

College of Business

Student Name	Student ID

Credit Variance

Credits required may vary based on course placement, prerequisites, etc. If you have questions, contact your advisor.

All Certificate Requirements – 12 Credits Required

(Course prerequisites are shown in parentheses)

Certificate Courses – 12 Credits Required

Prefix	Code	Course Title and Prerequisites	Credits	Grade
STQM	270	Introduction to Data Mining (COHP 350, MATH 251, MFGE 341, PSYC 210, SOCY 371, or STQM 260 any with C- or higher)	3	
STQM	322	Inferential Statistics (COHP 350, MATH 251, MFGE 341, PSYC 210, SOCY 371, or STQM 260 any with C- or higher)	3	
STQM	342	Data Mining Tools (STQM 270 with C or higher) (<i>May Be Taken Concurrently with STQM 270</i>)	3	
Choose 1 of 10	ISIN 300	Link and Visual Analysis (None)	3	
	ISIN 306	Security Informatics (Sophomore Status or Instructor Approval)	3	
	PROJ 320	Project Management Fundamentals (Sophomore Status or Instructor Approval)	3	
	ISIN 325	Database Security (Sophomore Status or Instructor Approval)	3	
	STQM 375	Programming for Analytics (COHP 350, MATH 251, MFGE 341, PSYC 210, SOCY 371, or STQM 260 any with C or higher)	3	
	STQM 385	Visual Data Analytics (COHP 350, MATH 251, MFGE 341, PSYC 210, SOCY 371, or STQM 260 any with C or higher)	3	
	STQM 421	Applied Linear Statistical Models (STQM 322 with C or higher)	3	
	STQM 450	Intelligence and Data Warehousing (COHP 350, MATH 251, MFGE 341, PSYC 210, SOCY 371, or STQM 260 any with C or higher)	3	
	STQM 465	Text and Web Mining (STQM 342 with C or higher)	3	
			<i>Directed Elective (Advisor Approval)</i>	3

Notes

- Students who return to the university after an interrupted enrollment, not including summer semester, must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

Program Outcomes

- Use statistical inference to draw and interpret conclusions for population parameters.
- Identify and apply data analytics tools to explore data, create, analyze, and compare models and interpret the output to stakeholders.

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Graduation Requirements

In order to graduate from Ferris State University, students must meet both University and Programmatic Graduation Requirements.

University Graduation Requirements

These are the minimum graduation requirements for an undergraduate certificate at Ferris State University:

- A GPA of 2.00 or higher must be achieved for the courses within the certificate.
- A minimum of 6 credits within the certificate must be earned.
- A minimum of 50 percent of certificate credits must be earned from Ferris State University to meet the Residency requirement.

Programmatic Graduation Requirements

These are the additional graduation requirements mandated by the program:

- All requirements as specified in the [All Certificate Requirements](#) section must be met.
- For students seeking a degree from Ferris State University, a maximum of 50 percent of the certificate credits can be from courses required in their program/major.
- A term prior to completion of the certificate, students must log into MyFSU and complete the "Apply for Graduation". You will receive an email back with the next steps to take. Once this is done, the Graduation Secretary will notify the Registrar who will note the completion of the certificate.

Contact Information

College: Business

Department or School: Marketing (MKTG)

Phone: 231-591-2426

Email: mktg@ferris.edu

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Declaration of Certificate

Role	Signature	Date
Student		
Certificate Advisor		
Department Head/Chair		