

BUSINESS ADMINISTRATION, GRADUATE CERTIFICATE

Dr. Peng Huang, Program Director
Rothwell Hall, Room 416
(479) 968-0688
phuang3@atu.edu

Curriculum

Code	Title	Hours
BDA 6203	Business Information Analysis	3
MGMT 6203	Decision Modeling in Supply Chain Management	3
Select two of the following electives:		6
BDA/MKT 6323	Applied Predictive Analytics	
MGMT 6103	Organizational Management and Leadership	
MKT 6103	Digital Marketing Strategy	
MKT 6113	Strategic Social Media Marketing	
Total Hours		12