

PROFESSIONAL FOCUS + GOOGLE DATA ANALYTICS CERTIFICATE

Description and Outcomes

Developed in partnership with Google, the Professional Focus + Google Data Analytics Certificate program is a unique opportunity for you to earn the Google Data Analytics Career Certificate with the advantage of Purdue Global faculty and support and earn a Purdue Global micro-credential at the same time. This program will prepare you to begin or pivot your career into the field of data analytics.

In this program you will learn the methods for gathering, analyzing, displaying and sharing data effectively. The tools explored include spreadsheets, SQL, Tableau, and R programming, among others. These skills, combined with the knowledge gained from the chosen micro-credential, will allow you to apply your data analytics skills to a specific industry.

Qualified credits earned in fulfillment of this certificate program may be transferable to certain Purdue Global degree programs.

Micro-credential

In addition to the core Google Data Analytics Career Certificate courses, you will choose from select micro-credentials to allow you to personalize your program to your individual career interests. A micro-credential is a course or grouping of courses that represents a focused skill or area of knowledge.

Program Length

The Professional Focus + Google Data Analytics Certificate program consists of a minimum of 51 quarter credit hours. Upon successful completion of the program, you will be awarded a certificate.

Program Outcomes

1. Data Usage: Explore the use of data across multiple industries.
2. Analysis Tools: Develop a working knowledge of essential data analysis tools (spreadsheets, SQL, Tableau, R programming) and when to use them in the data lifecycle.
3. Database: Design a relational database to include the methods for extracting, transforming, and loading (ETL) data.
4. Data Visualization: Apply appropriate tools and methods to display data effectively.
5. Programming: Use R programming to manipulate data to be displayed.
6. Synthesis: Develop a culminating project to be included in a portfolio or to share with employers.

General Education Literacies and Professional Competencies

In addition to the discipline-specific outcomes, general education literacies and professional competencies are integrated throughout your academic program. You can review the general education literacies and professional competencies associated with your academic program in the General Education and Professional Competency Requirements (<https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/>) section of this Catalog.

Program Availability

For program availability, please refer to the U.S. State and Other Approvals (<https://catalog.purdueglobal.edu/policy-information/university-information/accreditation-approvals-memberships/>) section and Program Availability Information (<https://www.purdueglobal.edu/catalog-program-availability-info.pdf>).

Policies

Admissions Requirements

Upon enrollment in the Professional Focus + Google Data Analytics Certificate, you are required to select a micro-credential.

If you have completed the Google Data Analytics Career Certificate and provide evidence of such to the Office of the Registrar prior to the first day of your first term, you will receive credit for IN223 Data Analytics and Decision-Making, IN224 Relational Databases, IN225 Modifying and Sharing Data for Decision-Making, and IN226 Programming and Data and Ways to Share Data.

If you have not fully completed the Google Data Analytics Career Certificate, you will take IN223 Data Analytics and Decision-Making, IN224 Relational Databases, IN225 Modifying and Sharing Data for Decision-Making, and IN226 Programming and Data and Ways to Share Data as part of your program. By enrolling in this program to take these courses, you consent to allow Purdue Global to share such information about you as will permit Google to consider and award this certificate.

Progression Requirements

The IN223 Data Analytics and Decision-Making, IN224 Relational Databases, IN225 Modifying and Sharing Data for Decision-Making, and IN226 Programming and Data and Ways to Share Data course series must be taken in sequence.

Purdue Global will notify Google once you successfully complete the IN223 Data Analytics and Decision-Making, IN224 Relational Databases, IN225 Modifying and Sharing Data for Decision-Making, and IN226 Programming and Data and Ways to Share Data course series, whereupon Google will consider the award of their Google Data Analytics Career Certificate. The Google Data Analytics Career Certificate, if awarded, will be issued directly by Google.

You may not use transfer credit to replace the Data Analytics in Action course. This requirement must be completed at Purdue Global.


Certification, State Board, and National Board Exams

Certain state certification and licensure boards have specific educational requirements for programs to lead to a license or nongovernmental certification that is a precondition for employment in a recognized occupation.

Unless otherwise specified, Purdue Global's programs are not designed to meet any specific state's licensure or certification requirements. If certain licensed occupations, vocations, or professions are not explicitly listed, Purdue Global has not reviewed the licensure or certification requirements of those occupations, vocations, or professions, nor intended the program to meet such requirements. Licensure-track programs may limit enrollment to students in certain states; please see Purdue Global's Program Availability Information (<https://www.purdueglobal.edu/catalog-program-availability-info.pdf>) to determine enrollment eligibility.

You are responsible for understanding the requirements of optional certification exams. Such requirements may change during the course of your program. You are not automatically certified in any way upon program completion. Although certain programs are designed to prepare you to take various optional certification exams, Purdue Global cannot guarantee you will be eligible to take these exams or become certified. Your eligibility may depend on your work experience, completion of education and/or degree requirements, not having a criminal record, meeting other certification requirements, or the program or the University itself having appropriate accreditation or licensure.

Degree Plan

The  icon appears in the title of traditional courses that are also available as a set of module courses. Module course availability may be limited to certain academic calendars. See Course

Types (<https://catalog.purdueglobal.edu/policy-information/university-information/approach-to-learning/>) for information about module courses.

Program Requirements

Code	Title	Credits
Core Requirements		
IN223	Data Analytics and Decision-Making	5
IN224	Relational Databases	5
IN225	Modifying and Sharing Data for Decision-Making	5
IN226	Programming and Data and Ways to Share Data	5
Data Analytics in Action ¹		1-4
Total Core Requirements		21-24
Micro-credential Requirements		
Micro-credential Courses (see below)		20-30
Total Micro-credential Requirements		20-30
Open Elective Requirements		
Open Electives ²		0-10
Total Open Elective Requirements		0-10
TOTAL CREDITS		51

¹ Depending on the length of your chosen micro-credential, you will take one of the following culminating courses to fulfill this requirement: IN311 Data Analytics in Action, IN312 Data Analytics in Action, IN313 Data Analytics in Action, IN314 Data Analytics in Action.

² The number of open elective credits required may range from 0-10 credits depending on the length of your chosen micro-credential.

Micro-credential Requirements

Students in this program are required to select one of the following micro-credentials:

- Accounting Fundamentals Micro-credential (<https://catalog.purdueglobal.edu/bulletin/accounting-fundamentals/>)
- Business Development Micro-credential (<https://catalog.purdueglobal.edu/bulletin/business-development/>)
- Business Fundamentals Micro-credential (<https://catalog.purdueglobal.edu/bulletin/business-fundamentals/>)
- Business Start-up Fundamentals Micro-credential (<https://catalog.purdueglobal.edu/bulletin/business-start-up-fundamentals/>)
- Cloud Computing Fundamentals Micro-credential (<https://catalog.purdueglobal.edu/bulletin/cloud-computing-fundamentals/>)

- Cybersecurity Fundamentals Micro-credential (<https://catalog.purdueglobal.edu/bulletin/cybersecurity-fundamentals/>)
- Data Intelligence Micro-credential (<https://catalog.purdueglobal.edu/bulletin/data-intelligence/>)
- Global Marketing Management Micro-credential (<https://catalog.purdueglobal.edu/bulletin/global-marketing-management/>)
- Health Care Administration Micro-credential (<https://catalog.purdueglobal.edu/bulletin/health-care-administration/>)
- Health Informatics Micro-credential (<https://catalog.purdueglobal.edu/bulletin/health-informatics/>)
- Health Information Management Micro-credential (<https://catalog.purdueglobal.edu/bulletin/health-information-management/>)
- Human Resource Management Micro-credential (<https://catalog.purdueglobal.edu/bulletin/human-resource-management/>)
- IT Fundamentals Micro-credential (<https://catalog.purdueglobal.edu/bulletin/it-fundamentals/>)
- Leadership Micro-credential (<https://catalog.purdueglobal.edu/bulletin/leadership/>)
- New Media Writing Micro-credential (<https://catalog.purdueglobal.edu/bulletin/new-media-writing/>)
- Nutrition Micro-credential (<https://catalog.purdueglobal.edu/bulletin/nutrition/>)
- Psychology Micro-credential (<https://catalog.purdueglobal.edu/bulletin/psychology/>)
- Social Problems, Prevention, and Crisis Intervention Micro-credential (<https://catalog.purdueglobal.edu/bulletin/social-problems-prevention-crisis-intervention/>)
- Sport Management Micro-credential (<https://catalog.purdueglobal.edu/bulletin/sport-management/>)
- Strengths-Oriented Leadership Micro-credential (<https://catalog.purdueglobal.edu/bulletin/strengths-oriented-leadership/>)
- Supply Chain Logistics Micro-credential (<https://catalog.purdueglobal.edu/bulletin/supply-chain-logistics/>)
- Supply Chain Procurement Management Micro-credential (<https://catalog.purdueglobal.edu/bulletin/supply-chain-procurement/>)