

CERTIFICATE - COMPETITIVE INTELLIGENCE

The Competitive Intelligence certificate is designed to provide students with foundational knowledge and skills to pursue a career in a new and dynamic field of integrated business intelligence. Competitive Intelligence (CI) involves the entire business landscape going beyond market research or business intelligence to include customers, distributors, suppliers, technology, political factors, societal changes, government regulations, legal issues, competitors, industries, demographics, and legislation. CI is knowledge and foreknowledge giving strategic decision-makers insights, forecasts, and estimates of what is to come.

These certificate courses can be applied to a degree in Business Administration at Husson University, enhance a degree in another discipline, or augment prior learning to provide for a change in career.

Required Courses

BA 429	Competitive Intelligence	3
MK 338	Marketing Research	3
Choose one of the following		3
DA 210	Introduction to Data Analytics	
DA 310	Data Exploration & Visualization	
Choose two of the following		6
BA 351	Internship	
MK 326	Consumer Behavior	
BA 414	Business Strategy	
BA 425	Marketing Management	
MK 422	Sales and Sales Management	
Total Hours		15