Business Intelligence Certificate
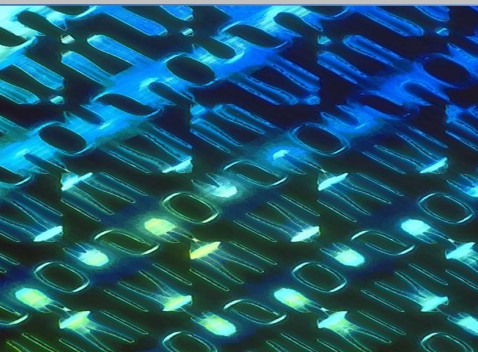## Connecting World-class Scholarship with Business Practice

Want a business degree that can make a difference?

Want to increase your Job Opportunities?

Check out the SAS Business Intelligence Certificate in the Sam M. Walton College of Business.

Build a skill set that Companies are looking

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UNIVERSITY OF
ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS
1871

Business Intelligence

What is Business Intelligence?

Business Intelligence is a "red-hot" field within IT that focuses on finding value in the massive amounts of data collected in modern organizations, improving the quality of the decision-making process, and increasing the speed with which organizations can make decisions.

The Sam M. Walton College of Business provides students with hands-on experience with BI techniques and tools. Data Warehousing, Decision Support & Analytics, Data Mining, and Knowledge Management are explored and experienced as part of the BI Certificate Program.

Even in a recession, IT research firms IDC, Gartner, and Forrester all expect IT spending to increase in 2009. According to salary.com, the median base annual salary for the "Data Warehouse Specialist" is nearly $90,000. Approximately 41% of these jobs are held by people with a master's degree. Data Warehousing Managers earn a median base salary of over $110,000 and over 42% of people in this position hold a master's degree.

The SAS Business Intelligence Certificate Program is a 12-hour that includes courses in data management, decision support systems, and business intelligence. The program is designed to give you not only the knowledge to succeed with BI, but the hands-on experience to put you learning in play.

Students will gain decision-making insights by using the powerful SAS Enterprise Miner data mining software on three Enterprise computing database platforms—IBM DB2, Microsoft SQLServer and Teradata. The database platforms have large realistic real-world data. Learning to analyze massive amounts of data to discover actionable previously unknown patterns and facts gives students a valuable competitive advantage for their professional careers.

It's for <u>All Business Majors</u> —

You will learn how to make better business decisions while working with real-world data from the college's business partners. You can also be a key partner in using, developing and managing IT systems for small and large companies, local, state, federal or non-profit organizations. The Walton College Enterprise Systems courses can provide you with the essential skills and tools needed. Not only does the Walton College offer you quality, award-winning faculty, but also state-of-the art classrooms, computer labs, and a curriculum geared towards real-world experience.

Walton College Starting Salary Survey:
> Average starting salary for Spring 2009 was greater than $57,000
> *(Two Spring 2008 graduates reported starting salary of $60,000)*

Business Intelligence Certificate

According to the U.S. Dept. of Labor, Computer Systems Analysts:

- Median Annual earnings ranked very high
- Most significant source of education-Bachelor's Degree
- Many job openings will arise annually
- Employment numbers have risen by 31.4%
- Median annual earnings potential: $66,460

According to Monster.com , U.S. Department Labor and Bureau of Labor Statistics—IT professional job openings have increased by 47.^% from 2004 to 2006. In 2007, 1.5 million additional skilled IT professionals were needed. IT Software Engineering is the fastest growing job category over the next five years.

ISYS 4293—Business Intelligence
WCOB 1033—Data Analysis

Choose six hours from:

    ISYS 4233— ERP Development
    ISYS 4243— RFID
    ISYS 4283— Centralized Data Systems
    ISYS 4353— Client Server Systems
    ISYS 450V— Independent Study
    MKTG 3633— Marketing Research
    WCOB 4213— ERP Fundamentals

Completion of a Business Intelligence project:

    Approved by the Enterprise Director
    Comprehensive over two or more semesters
    Utilizes SAS Enterprise Miner
    Final Project Deliverables - Paper and Presentation

Option 2: Junior/Senior Electives

As Walton College juniors and seniors, you are constantly on the lookout for electives that will be fun, interesting and pertinent to your future career. The knowledge that you gain in these classes is highly sought after by companies throughout the world. Consider **WCOB 4213**: (ERP Fundamentals) and **WCOB 4223**: (ERP Configuration and Implementation) as an elective.

In summary, you can take 1, 2 or 3 ERP classes. If you complete all 3 you will receive a special ***Certificate of Completion*** from SAP. If you take it to the next step and complete the additional requirements for the Minor in ERP, you will receive that level of distinction.

"The goal in making Enterprise Systems resources available is to help our students better understand how data warehousing, e-business and other systems work together. With these facilities, we can teach the concepts of data warehousing and data mining. Students are able to use multiple platforms, large-scale computers and databases and pull it all together." Paul Cronan, Professor of Information Systems, pcronan@walton.uark.edu

(text adapted from http://computingcareers.acm.org)