

# Business Intelligence (BI) Certificate

*Connecting World-class Scholarship with Business Practice*

## Business Intelligence (BI)

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 a “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.

### BI CERTIFICATE PROGRAM INFORMATION

Pre-requisites for the BI Certificate:

- Bachelor’s Degree
- Interest in Information Technology
- Competency in programming (VB)
- Ability to excel in a challenging academic or work environment

Cost: 2009 \$2,000 per course for 4 courses

\*Rate Subject to change



“In my role as a BI professional I get to work with people from various sections of the business, understand their processes and then help them get valuable information from their data. It’s a wonderful blend of business and technology.”

Evelyn Ouma  
Business Intelligence Team  
Tyson Foods, Inc.  
MIS Graduate

### REQUIREMENTS FOR THE BI CERTIFICATE:

- **Data Management (ISYS 5833)**  
Study and apply Database and Data Warehouse concepts.
- **Decision Support Systems (ISYS 5503)**  
Support decision-making using Information Technology.
- **Business Intelligence / Knowledge Management (ISYS 5843)**  
Explore and experience Business Intelligence and Data Mining concepts.
- **Elective Course**  
Select a course to round out your certificate studies from the following list: E-Business Development, ERP Fundamentals, ERP Development, or Enterprise Servers.
- **Completion of a Business Intelligence / Data Mining Project**  
Undertake an applied Business Intelligence / Data Mining project over two courses.

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