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

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.
Frequently Asked Questions about the BI Certificate Program

Q: How will this program help me?
A: Organizations are collecting massive amounts of data every day. The most successful organizations are those that can make effective use of this data, converting it into actionable information that can improve decision-making. This program provides the knowledge and experience to excel in Business Intelligence, Data Mining, Data Warehousing, and Information Management.

Q: Is this program endorsed by a company or academic organization?
A: This certificate program is endorsed by the SAS Institute, an organization providing Business Intelligence and Data Mining curriculum and technology to schools around the world.

Q: Will I receive academic credit for taking the courses in this program?
A: Yes. These courses are offered as graduate-level classes by the Sam M. Walton College of Business, an AACSB accredited business school. The 12 hours of graduate credit received during this program may be applied towards a 30-hour MIS degree, which may be pursued full-time or part-time. More information about the Professional MIS program is provided below.

Q: Do I need to take the GMAT or GRE to be considered for the BI Certificate program?
A: No. Undergraduate GPA and work experience will be considered. If you choose to pursue the MIS program after completing your certificate, the GMAT or GRE will be required at that time.

Q: When is the application deadline?
A: Applications for the BI Certificate program will be accepted until July 1.

Q: What is the program schedule?
A: Courses are offered in the evenings, and the certificate is normally achieved by taking one or two classes per semester for three consecutive semesters. The first course, Data Management, usually begins in August. The program should take about one year to complete—generally fall, spring, and summer semesters.

Q: Do I have the option to take any electives in the BI Certificate Program?
A: In addition to the three required courses, you may select an elective course from one of the following: ERP Fundamentals, ERP Development, E-Business Development, or Enterprise Servers.

Q: Do I need a computer for this program?
A: Yes, access to a computer is required for all courses in the program. A laptop is recommended, but any computer with a high-speed internet connection should be able to access all resources required for your coursework. Computer labs on campus are also available.

Professional Master of Information Systems Program Information

The Master of Information Systems degree is a 30 credit-hour program designed to provide professional information technology preparation for positions in business and government. MIS students receive the benefits of a cutting-edge curriculum that is revised and updated on a semester-by-semester basis. Thanks to technology gifts from worldwide leaders in business, the Walton College provides its MIS students with hands-on exposure to numerous industry tools that are being used in the business world. The Walton College is dedicated to keeping state-of-the-art technologies at students’ fingertips in both classrooms and laboratories to enable MIS graduates to excel in business.

### Fall-Year 1
- Seminar in Systems Development
- **Data Management Systems**

### Spring-Year 1
- *Decision Support Systems*
- E-Business Development (BI Elective)

### Summer-Year 1
- ERP Fundamentals (BI Elective)

### Fall-Year 2
- *Seminar in Business Intelligence*
- ERP Configuration & Implementation
- or
- Enterprise Servers (BI Elective)

### Spring-Year 2
- Management of Information Technology Seminar
- ERP Development (BI Elective)
- or
- Enterprise Transaction Systems

Note: The 12 graduate hours completed for the BI Certificate may also be applied as part of a 30-hour MIS program. BI Certificate courses are indicated in bold.