

# **BIG DATA AND ANALYTICS EDUCATION CONFERENCE 2014**

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# PANEL 1 – SKILLS – FILLING REGIONAL DEMAND

## Description of Data Set

1. (40) freshman students were identified to be streamed to a specialization track of Business Analytics from their Bachelor of Science in Business Administration Major in Marketing Management course;
2. Students were identified as having at least a GWA of 80% of all subjects and a GWA of 85% in mathematics in their terminal year in high school for admissions; and
3. Students passed through an panel interview of professors to determine their motivation and interest to study the subject.



## (3) Identified Skills needed by students

1. High level of English language proficiency
2. High level of computer proficiency
3. High level of critical thinking skills

\*These skills are geared towards the graduate outcomes desired and increase chances for employability in the BPO sector of the students.



# CMO No. 11 Series of 2013

1. Fundamentals of Business Analytics
2. Fundamentals of Data Warehousing
3. Fundamentals of Descriptive Analytics
4. Fundamentals of Predictive Analytics
5. Fundamentals of Prescriptive Analytics
6. Analytics Internship (600 hours)



# Graduate Outcomes

Main objective for graduates  
is to join the labour market in  
the Business Process  
Outsourcing in Pasig City



# CMO No.11 Series of 2013

Graduates should have the skills to:

1. Definite business requirements
2. Tailor data architecture
3. Describe where to look for data in an organization and create required reports
4. Analyses to support business optimization
5. Understand data management concepts, and criticality of data availability in order to make reliable business decisions



# CMO No.11 Series of 2013

6. Demonstrate understanding of business intelligence, including the importance of data gathering, storing, analyzing and accessing;
7. Apply different analytics modelling concepts on enterprise data;
8. Understand the functions and data access constraints of various departments within the organization and provide compliance reports;



# CMO No.11 Series of 2013

9. Work on various business analytics tools available in the market for various business functions;
10. Participate actively in business discussions with various departments and create common/specific reports with regards to predictive and prescriptive analytics;
11. Understand the business processes as they relate to data analysis and optimization;



# CMO No.11 Series of 2013

12. Convey results of data analysis to organizational stakeholders at various levels; and
13. Perform high quality tasks required by the organization in particular and by the industry in general.



# Recommendations for University of Pasig City

1. Improve the admissions requirements through stringent screening process;
2. Design the curriculum to focus on English language proficiency in the first year of course work; and
3. Introduce courses in logic to improve training in critical thinking





The first step towards  
getting somewhere is to  
decide that you are not going  
to stay where you are.

J.P. Morgan  
InspirationBoost.com

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