



DeVry University

Keller Graduate School
of Management

Managing Business Intelligence: Preparing Project Facilitators Through a Graduate Degree Concentration

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About DeVry University

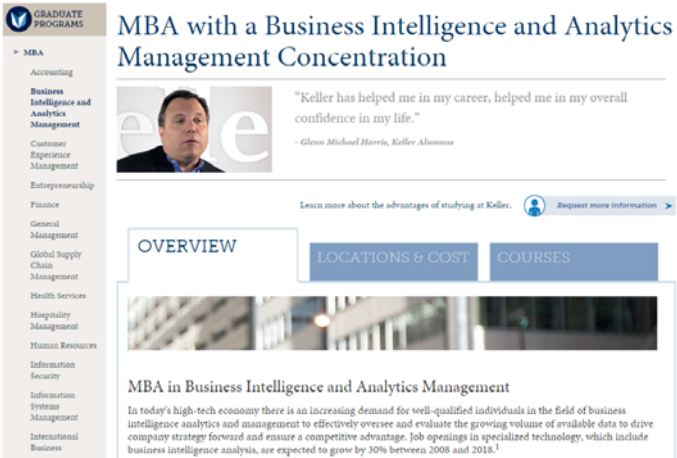


Long Beach campus

- Founded 1931
- More than 90 US locations and online
- Career-oriented grad and undergrad degrees in technology, science, business, and the arts

Business Intelligence and Analytics Management (BIAM)

- Graduate
 - MBA Concentration or Graduate Certificate
 - Prepares students for management roles in BI/analytics projects
- Undergraduate
 - BSBA / BSM / BSTM Concentration
 - Prepares students for entry-level management support roles
- Understanding of themes, initiatives, and impacts
- Hands-on familiarity with methods and tools
- Breadth vs. depth
- First courses (graduate) offered March 2014



GRADUATE PROGRAMS

MBA

Accounting

Business Intelligence and Analytics Management

Customer Experience Management

Entrepreneurship

Finance

General Management

Global Supply Chain Management

Health Services

Hospitality Management

Human Resources

Information Security

Information Systems Management

International Business

Marketing

MBA with a Business Intelligence and Analytics Management Concentration

"Keller has helped me in my career, helped me in my overall confidence in my life."
- Glenn Michael Harris, Keller Alumnus

Learn more about the advantages of studying at Keller. [Request more information](#)

OVERVIEW LOCATIONS & COST COURSES

MBA in Business Intelligence and Analytics Management

In today's high-tech economy there is an increasing demand for well-qualified individuals in the field of business intelligence analytics and management to effectively oversee and evaluate the growing volume of available data to drive company strategy forward and ensure a competitive advantage. Job openings in specialized technology, which include business intelligence analysis, are expected to grow by 30% between 2008 and 2018.²



WHY DEVRY

COLLEGES & DEGREE PROGRAMS

College of Business & Management

College of Engineering & Information Sciences

College of Health Sciences

College of Liberal Arts & Sciences

College of Media Arts & Technology

Programs by Location

Associate Degree Programs

Bachelor's Degree Programs

Master's Degree Programs

LOCATIONS

ONLINE OPTIONS

FINANCIAL AID & TUITION

ADMISSIONS

CAREER SERVICES

OUR BLOG

College of Business & Management

About Career Opportunities

Business Intelligence and Analytics Management Specialization

As data floods the workplace, defining businesses and determining success, there's an increasing demand for prepared individuals with the right business intelligence management skills who can make effective use of analytic tools and manage, oversee and evaluate business intelligence. In fact, job openings in specialized technology, which include business intelligence analysis, are expected to grow by 30% between 2008 and 2018.² With a Business Intelligence and Analytics Management specialization, you'll be prepared to succeed in growing careers related to data management, strategy, analysis, development and administration.

Follow a career track in Business Intelligence and Analytics Management by choosing this specialization when you earn one of the following bachelor's degrees from DeVry University in:

- [Business Administration](#)
- [Management](#)
- [Technical Management](#)

Learn more about DeVry's [Business Intelligence and Analytics Management degree specialization online](#).

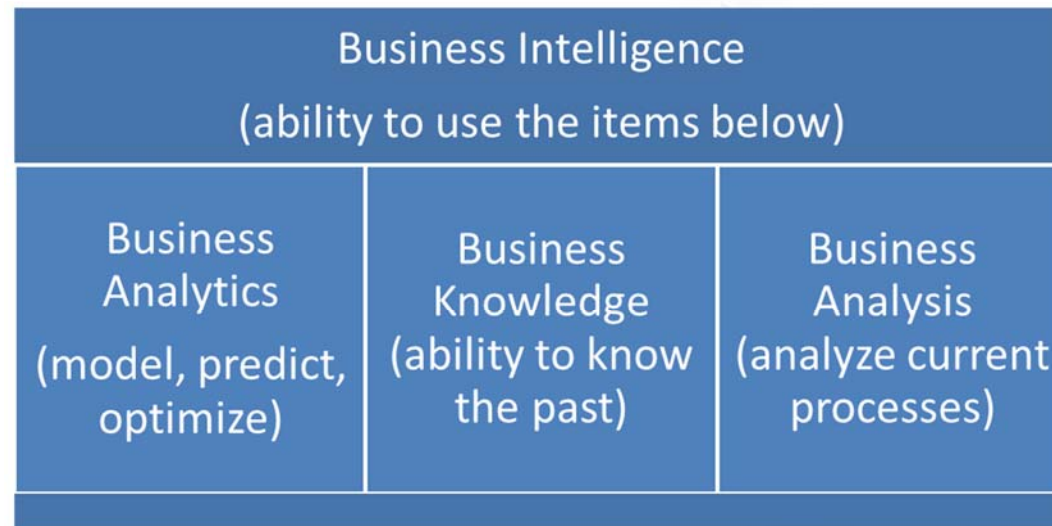
MBA Program Objectives

Principles	Demonstrate an in-depth knowledge of the principles of accounting and finance, marketing management, leadership and organizational behavior, and business economics in various management situations in a global economy.
Communication	Demonstrate quality corporate level oral and written communication skills through written reports, research projects, business plans, and oral presentations.
Analysis	Conduct quantitative and qualitative business analyses, choose legal and ethical courses of action, and use appropriate software applications to develop alternative solutions, evaluate outcomes and make recommendations for effective business decisions.
Collaboration	Demonstrate effective collaboration with diverse populations in multiple settings.

BIAM Concentration Objectives

Tools	Identify and evaluate based on relative strengths and weaknesses the appropriate analytical tools needed to solve multi-functional business problems.
Translation	Act as a translator by formulating an explanation of the results of a business intelligence project that is understandable by the business function expert and agreeable to the analyst.
Impacts	Assess the organizational impact of applying business intelligence techniques to an organization's problems and suggest approaches to maximize the benefits and minimize the costs.
Strategy	Support senior level managers in understanding the strategic implications of applying the techniques of business intelligence to their organization.

Skill Sets and Topics



Statistical Inference
Management Science/Operations Research
Stochastic Processes
Regression and Time Series Analysis
Social Network Analysis
Complex Event Processing
Data Mining/OLAP

Relational Database Management Systems
Big Data (e.g. Hadoop)
NoSQL Options
Data Warehousing/Data Marts
Social Data (blogs, emails, tweets, GPS, etc.)

SWOT
Business Process Improvement
Requirements Gathering and Analysis
Business Activity Monitoring
Business Case Preparation
Systems Development Life Cycle/Agile Methods
Project Management

- Program Core (15 ch)
 - Accounting & Finance
 - Statistics
 - Leadership & Org. Behavior
 - MIS
 - Marketing
- Program-Specific (15 ch)
 - Managerial Accounting
 - Economics
 - Managerial Finance
 - Business Law
 - Business Planning Seminar (Capstone)

- BIAM Concentration (12 ch)
 - Applications of Business Analytics I & II
 - Any 2 other BIAM courses
- General Electives (6 ch)
 - Any 2 courses with prereqs met



Courses

BIAM500	Applications of Business Analytics I
BIAM510	Applications of Business Analytics II
BIAM530	Developing & Managing Databases for Business Intelligence
BIAM540	Internet Analytics Strategies
BIAM560	Predictive Analytics
BIAM570	Modeling for Decision-Making
GSCM520	Foundations in Global Supply Chain Management



■ Teaching Strategies

- Video-based labs
- Case studies

■ Tools

- GUI
- Open source
- Excel add-ins (e.g. NodeXL)
- R: Rattle, R Commander, R Studio
- MongoDB: RoboMongo

■ Challenges

- Student time requirements
- Big picture focus
- Technical hurdles with centralized lab environment

■ Student Reactions

- “Tough but worth it”
- Immediately applicable

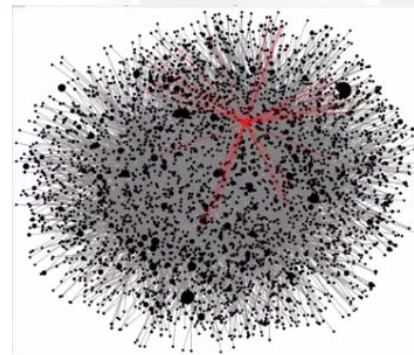


Image: Network analysis of a Twitter feed using NodeXL

- Teaching Strategies
 - Online discussions
 - Labs with clickstream analytics
 - Course project: Implementing a measurement plan
- Technologies
 - Demo versions of analytical tools
 - Internally developed web analytics simulator (Google Analytics-based)
- Challenges
 - Suitable textbooks
 - Access to tools and realistic data sets
 - Constant tool changes



■ Teaching Strategies

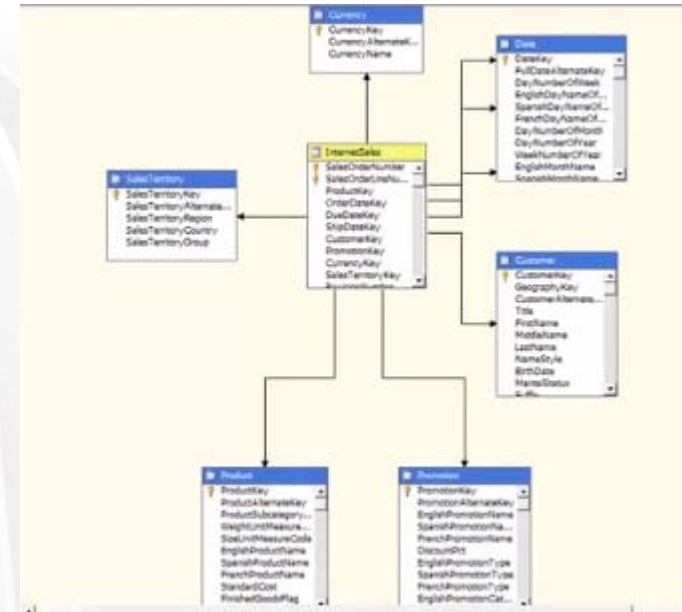
- Case studies
- Lab assignments

■ Tools



- Microsoft Visio
- Microsoft Access
- Microsoft SQL Server
 - Management Studio
 - Analysis Services
 - Business Intelligence Development Studio
 - AdventureWorks demo databases

■ Challenges

- Accessibility to students with varying backgrounds
- Balance between business and technology



Contact Information / Q&A

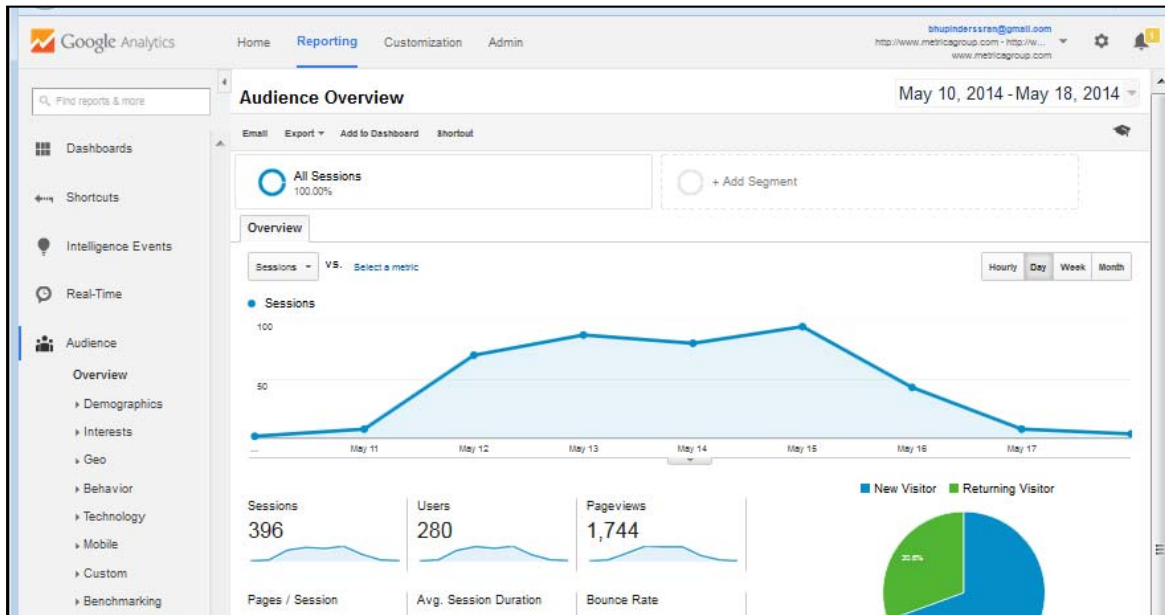
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 - <http://www.devry.edu/degree-programs/college-business-management/business-intelligence-and-analytics-about.html>
 - <http://www.keller.edu/graduate-degree-programs/mba-program/business-intelligence-mba.html>
- This presentation:
<https://sites.google.com/site/russwalker58/managing-bi>
- Questions?



What is Analytics Report Finder (ARF)



- ARF is a web analytics tool simulator.
- It simulates the Google Analytics (GA) interface.
- It was developed by DeVry University to support a graduate course in Internet analytics strategies.
- Students can interact with ARF to find predefined (PDF) reports.
- Focuses on working with reports only. No admin features.



Analytics Report Finder (ARF)

Strengths

- Interface and report formats do not change over time. This makes it easier to coordinate with weekly notes and assignments.
- It is interactive.
- Based on real data for metricagroup.com.
- Great tool for working with analytics reports and learning to work with GA reports.
- Many features are similar to GA
 - Report menu on left
 - Same report format
 - Can expand menu
 - Similar “feel”

Limitations

- Limited functionality.
 - Standard predefined reports only.
 - Predetermined report dates.
 - No admin rights.
 - Limited segmentation of data (All users or Mobile/Tablet users only).
 - Not all reports are included
- Interface and report formats do not change to reflect changes in the design of GA.

ARF Demonstration

Click for [Demo](#)

