

**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



**DeVry University**  
**Keller** Graduate School of Management




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

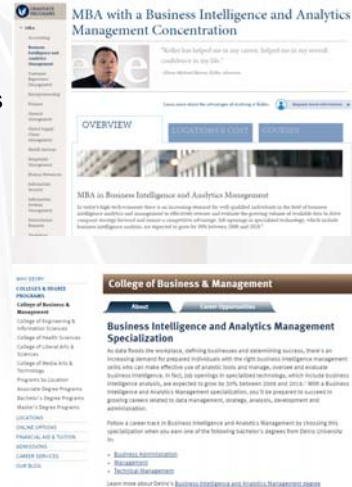
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## Business Intelligence and Analytics Management (BIAM)



- 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



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## MBA Program Objectives



<b>Principles</b>	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.
<b>Communication</b>	Demonstrate quality corporate level oral and written communication skills through written reports, research projects, business plans, and oral presentations.
<b>Analysis</b>	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.
<b>Collaboration</b>	Demonstrate effective collaboration with diverse populations in multiple settings.

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## BIAM Concentration Objectives



<b>Tools</b>	Identify and evaluate based on relative strengths and weaknesses the appropriate analytical tools needed to solve multi-functional business problems.
<b>Translation</b>	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.
<b>Impacts</b>	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.
<b>Strategy</b>	Support senior level managers in understanding the strategic implications of applying the techniques of business intelligence to their organization.

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## Skill Sets and Topics



Business Intelligence  
(ability to use the items below)

<b>Business Analytics</b> (model, predict, optimize)	<b>Business Knowledge</b> (ability to know the past)	<b>Business Analysis</b> (analyze current processes)
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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

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## Curriculum




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- 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



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## Courses



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<b>BIAM500</b>	<b>Applications of Business Analytics I</b>
<b>BIAM510</b>	<b>Applications of Business Analytics II</b>
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





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## Business Analytics



- 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

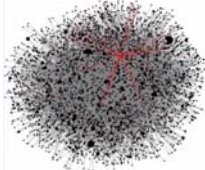



Image: Network analysis of a Twitter feed using NodeXL

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## Internet Analytics



- 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





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## Database Management and Development



- 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

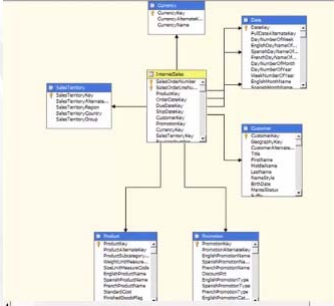




Image: SQL Server Analysis Services data cube

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## Contact Information / Q&A



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- BIAM at DeVry University/Keller Graduate School of Management
  - <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?



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