

Never has there been a better time to have a career in business intelligence (BI) than the present. The discipline of making decisions based on relevant, timely and accurate information is now a standard business practice. The technology that we enjoy today supports this discipline while competitive, economic and regulatory factors are forcing individuals to embrace it. As the amount of data continues to accumulate at a rapid pace, organizing it in a meaningful manner is critical to realizing and sustaining any value. More and more executives are recognizing BI as a means to enable operational efficiencies and identifying growth opportunities by monitoring and aligning strategic goals with tactical initiatives. The future of BI is strong. This growth yields opportunity for those considering a career in the BI market - whether as a consultant, an independent practitioner or industry expert.

Program Benefits

In today's lean and competitive environment, professionals with BI and in particular, business analytics experience are paramount. In this program you learn multiple aspects of core business intelligence concepts, theories, techniques and tools that enable you to effectively use data and information to drive positive business actions. The program also emphasizes hands-on understanding and skills that can be directly applied to improve your performance in both class projects and at work. The program provides you with the flexibility of choosing two electives from eight courses.

Certificate Requirements

The program consists of four required and two electives undergraduate business courses. The Business Intelligence course must be taken after courses 1, 2 and 3 in the required courses. Students who receive a grade of "C" or higher in each of the courses, will be presented with a Certificate in Business intelligence.

Four required courses:

1. QMB 3200 (Applications of Quantitative Methods in Business): Inference and modeling for business decisions under uncertainty. Topics covered include survey sampling, confidence intervals and hypothesis testing for mean(s), variance(s), and proportion(s), chi-square test for independence and goodness of fit, correlation, linear regression, time series, and analysis of variance. Use of computer packages to solve real business problems.
2. ISM 4210 (Data Base Applications): Application of the data base technology and concepts to organization problems. Includes DBMS components; hierarchic, network and relational approaches to DBMS design. Hands on experience with a DBMS.
3. ISM 4400 (Management Support Systems): Understanding of how Decision Support Systems (DSS) and Expert Systems (ES) support decision making in organizations. Includes architecture of a DSS/ES and how these systems are developed. Hands-on experience with DSS tools.
4. ISM 4402 (Business Intelligence and Reporting): Use Business Intelligence and reporting tools, query various managerial data source, create tabular, cross-tabular, chart and band-style executive reports. Analyze business report data and create business dashboards.

Two elective courses from the followings:

1. MAR 4503 (Consumer Behavior): The course offers an introduction to the analysis of the consumer, as the basis for the development of the marketing mix.
2. MAR 4860 (Customer Relationship Management): Customer Relationship Management (CRM) is becoming an important strategic tool in consumer goods, firms, financial, health and tourist services, business-to-business firms, and in all of eMarketing.
3. MAR 4613 (Managing Marketing Information): An examination of the marketing research process and its role in aiding decision-making. Emphasis is placed on evaluation and utilization of research information in making marketing decisions.
4. MAR 4620 (Tools for Managing Marketing Information): This course presents students with a thorough grounding in approaches and calculations used in the field of marketing, including product mix/pricing/volume relationships, market share concepts, media math, cross tabs, and retail calculations.
5. ISM 4054 (Introduction to Web Management): Designed to mesh current thinking relative to the development and effective use of web sites in organizations. Topics include the understanding or major web related hardware and software available, and how to manage and use them in organizations. During the course, students will create a commercial web site for a desired known corporation.
6. FIN 3403 (Financial Management): A study of financial decision making in the corporate form of enterprise. An analysis of the sources and uses of funds. Emphasis is placed on working capital management; capital budgeting techniques; short and long term financing; and capital structure and the value of the firm.
7. FIN 4502 (Securities Analysis): The examination of the determinants of the values of common and preferred stocks, bonds, and warrants. The timing of security purchases and sales and an introduction to portfolio construction techniques.
8. FIN4990 (Financial Software Applications): Use of Reuters, Bloomberg, and Excel, to solve financial problems. Explore how markets operate with trading simulations and software.

How to Apply

Complete the attached Application for Admission/Certificate form before you start the program. After you have completed all requirements, you may request to receive your official certificate by providing your transcript and course grades.

Contact Information

For additional information, contact Prof. Tremblay at monica.tremblay@business.fiu.edu or Prof. Dutta at kaushik.dutta@business.fiu.edu.



Certificate in Business Intelligence

Please fill out this form completely and staple a copy of your transcript to the back. Return this application to the Decision Sciences and Information Systems Department (RB 250) for approval. Candidates will receive an e-mail receipt of submission. For additional information, contact Prof. Tremblay at monica.tremblay@business.fiu.edu or Prof. Dutta at kaushik.dutta@business.fiu.edu.

APPLICANT INFORMATION: (Please print) Application date: _____

Last Name: _____ First Name: _____ Middle Initial: _____

Panther ID #: _____ E-mail: _____

Home Address: _____

City: _____ State: _____ Country: _____ Zip code: _____

Home Phone: (____) _____ Cell Phone: (____) _____

Expected Graduation Date: Semester _____ Year _____

Citizenship: US Citizen Permanent Resident International student (country _____)

Certificate Requirement: (Minimum GPA: 2.75, no grade lower than a C in 6 courses completed)

Major(s)/concentration(s): _____

Please indicate which of the following courses you have taken:

Required Courses: (12 credit hours)

- QMB 3200 (Applications of Quantitative Methods in Business)
- ISM 4210 (Data Base Applications)
- ISM 4400 (Management Support Systems)
- ISM 4402 (Business Intelligence and Reporting)

Semester completed:

Grade:

_____	_____
_____	_____
_____	_____
_____	_____

Required electives: Two of the following (6 credit hours)

- MAR 4503 (Consumer Behavior)
- MAR 4860 (Customer Relationship Management)
- MAR 4613 (Managing Marketing Information)
- MAR 4620 (Tools for Managing Marketing Information)
- ISM 4054 (Introduction to Web Management)
- FIN 3403 (Financial Management)
- FIN 4502 (Securities Analysis)
- FIN4990 (Financial Software Applications)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

<u>Office Use</u> (1) Application received by _____	Date _____
(2) Requirements completion date _____	Approved by _____ Date: _____