

Certificate in

# Business Intelligence

PROFESSIONAL DEVELOPMENT

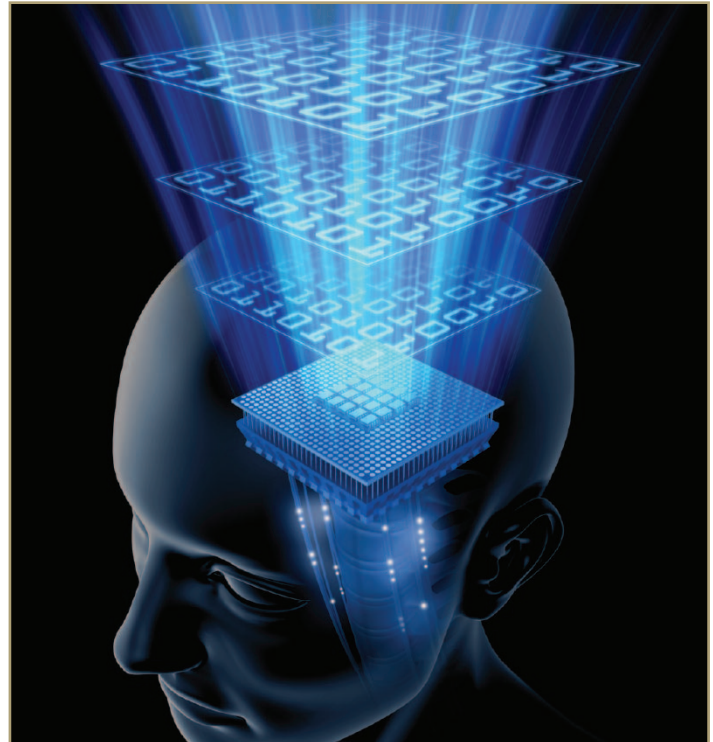
## IMPROVE CUSTOMER SERVICE AND REVENUE!

Implementing an effective business intelligence (BI) strategy can give your company a significant competitive edge. Sophisticated information management of your company's data helps you spot trends more quickly, predict risk more accurately and manage inventory more efficiently.

As a result, you are likely to realize:

- Improved revenue
- Improved customer service
- Reduced costs
- Better alignment of strategic goals

On completion of the Certificate in Business Intelligence, you will have the tools you need to effectively participate in business intelligence initiatives in your organization. Studies indicate that there is a correlation between effective use of BI and company performance. It is the objective of this program to make a contribution to education and awareness about BI through practical and relevant training for business professionals.



### Business Intelligence can:

- Reveal performance and operational efficiencies and untapped opportunities
- Reveal organizational creativity and culture
- Help in the analysis of market trends, customer behavior and preferences, spending patterns, company capabilities and market conditions
- Be an asset in producing consistent data-based and advantageous business decisions

### WHO SHOULD ATTEND?

- Finance vice presidents
- CEOs sponsoring BI Initiatives
- IT personnel who design/implement BI solutions
- IT directors
- Business and program managers
- People with project management, Lean and Six Sigma training
- Business development officers
- Marketing executives

Register today at [www.csufextension.org](http://www.csufextension.org) or 657.278.2611

For more information, contact Mimi Lawson: 657.278.3313, [mlawson@fullerton.edu](mailto:mlawson@fullerton.edu)

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## THE CLASSES

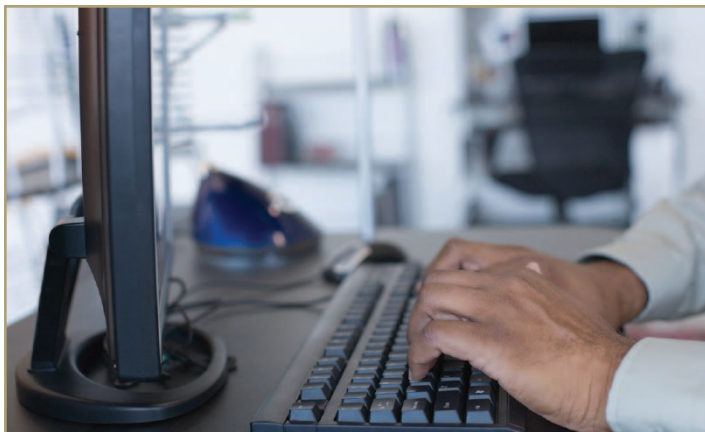
The Certificate in Business Intelligence consists of three required courses totaling 57 hours of lecture, discussion, case studies and projects. 5.7 Continuing Education Units will be awarded to the certificate graduate. Graduates of this program will be able to:

- Understand the importance of business intelligence
- Identify factors that can impact organizational competitive capability
- Discuss how to manage information more effectively than competitors
- Identify the importance of informational quality and timeliness
- Use business analytics to improve business processes
- Demonstrate principles of BI with an extensive class project

### BUSINESS INTELLIGENCE OVERVIEW

**(21 hours / 2.1 CEUs)**

*Prerequisite: none.* Business intelligence (BI) refers to applications/technologies that are utilized to gather, access and analyze data about company operations. Comprehensive knowledge of factors affecting an organization's business can result in better business decisions. An organization's BI architecture must be understood by the end-users so that participation in discussions about building and/or leveraging a BI can be effective. You will focus on business intelligence and delineate strategies that show an organization how to use knowledge about their business to maintain a competitive edge.



### INFORMATION TECHNOLOGY AND BUSINESS INTELLIGENCE

**(18 hours / 1.8 CEUs)**

*Prerequisite: completion of Business Intelligence Overview class.* Highly successful companies frequently manage information more effectively than their competitors. Sophisticated information management helps them spot trends quicker, predict risk more accurately or manage inventory more efficiently. Appropriate data can provide insight that leads to improved revenue, reduced costs, quality customer service and alignment of strategic goals. You will focus on tools and processes, the data warehouse, the technical infrastructure and BI user tools.

### USING ANALYTICS TO GAIN COMPETITIVE ADVANTAGE

**(18 hours / 1.8 CEUs)**

*Prerequisite: completion of Information Technology and Business Intelligence class and knowledge of basic statistics.* Analytics, a subset of business intelligence, is the extensive use of data, statistical and quantitative, to drive organizational decisions and actions. Due to global competition, companies are increasingly interested in business analytics to measure, evaluate and refine their respective business processes. Analytics can be used to drive change within organizations and to differentiate organizational products or services from those of the competition. By building their competitive strategies around statistical data analysis, organizations may reap impressive business results.

For more information [www.csufextension.org](http://www.csufextension.org) or contact Mimi Lawson: 657.278.3313, [mlawson@fullerton.edu](mailto:mlawson@fullerton.edu)