GRADUATE CERTIFICATE IN BUSINESS INTELLIGENCE

Students will learn how to enable, support, and create a data-driven culture in an organization. Content will cover common functions, processes, and methods of business intelligence such as: reporting, data and text mining processes and related methodologies like CRISP-DM and SEMMA; complex event processing; performance management; predictive and prescriptive analytics; and creating effective visualizations. Students gain hands-on experience designing, implementing, manipulating, and managing databases through a rigorous foundation in relational database management systems.

Students interested in graduate work should refer to the Graduate and Professional Bulletin (http://catalog.colostate.edu/general-catalog/graduate-bulletin/).

Learning Objectives

Students will:

1. Gain sound knowledge of the Business Intelligence (BI) field, including impacts, capabilities, and role in decision making.
2. Learn BI technologies and vendors, while gaining hands-on experience with BI tools.
3. Discover the importance of data mining and its application in business.
4. Learn the data mining process, including techniques for classification, segmentation, association, prediction and forecasting.
5. Understand and apply data modeling concepts.
6. Recognize patterns of data relationships that exist in most business applications.
7. Master various aspects of data, such as acquisition, classification, storage, and retrieval.