

Monday, January 18, 2010

Turn knowledge into power: With certificate in business intelligence, data mining

Classes begin January 28

Uncertain economic times mean businesses must work faster and smarter. One way to do that is to combine the critical skills of data mining and business intelligence. This approach can give business decision-makers the information required to solve specific needs, give businesses a competitive advantage and identify emerging trends from which a company might profit in a cost-effective and time- and resource-efficient manner.

Together with Altair Engineering, a leading global provider of technology and services that empower innovation and decision making, Oakland University's School of Business Administration has developed a new, market-leading certificate program for Business Intelligence and Data Mining. The distinctive three-pronged certificate program offers participants a real edge in the field:

- Classroom learning through lecture and case studies to help them gain knowledge and skills to use software tools to make competitive business decisions.
- Training that details the Altair Business Intelligence HiQube software using specific case studies involving the medical, financial, quality and warranty business environments
- An industry internship where students put their new skills into practice at an Altair business host site

The internship component of this certificate program allows the student to make professional contacts and network in new areas, such as health care and information technology.

This unusual approach directly addresses one of the challenges President Barack Obama identified during his stop at Macomb Community College in July 2009 – connecting students looking for jobs with businesses looking to hire. This program is a prime example of what he described as putting “colleges and employers together to create programs that match curricula in the classroom with the needs of boardroom.”

To take the course, students must hold a Bachelor or Master of Science degree, preferably in one of the following fields: IT, computer science, engineering, business, sales, marketing, operations management, procurement or finance.

Classes begin Wednesday, Jan. 28. For more information or to register, call (248) 370-3177 or visit www.sba.oakland.edu/ce and select "Business Intelligence (BI) and Data Mining/Altair Certificate" from the Professional Development drop down menu.

About Altair

Altair Engineering Inc., empowers client innovation and decision-making through technology that optimizes the analysis, management and visualization of business and engineering information. Privately held, with more than 1,300 employees, Altair has offices throughout North America, South America, Europe and Asia/Pacific. With a 20-year-plus track record for product design, advanced engineering software, grid computing technologies and enterprise analytics solutions, Altair consistently delivers a competitive advantage to customers in a broad range of industries. To learn more, please visit <http://www.altair.com>.

SUMMARY

Combining data mining and business intelligence skills can help decision makers solve their business needs, gain competitive advantages and harness emerging trends to improve both cost effectiveness and time and resource efficiency. Oakland University's School of Business Administration has partnered with Altair to offer a new, market-leading data mining and business intelligence certificate program that teaches business leaders to do exactly this. Classes begin Jan. 28.

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