BETTER DECISION MAKING USING BUSINESS INTELLIGENCE

As part of the Digital Business & Technology certificate course series, this course explores the technologies and data analysis techniques that support better decision making.

E-COMMERCE AND THE NEW ECONOMY

In today's digital age, you can lead companies forward by integrating information systems with business processes, operations and management.

- Eight (8) hours to complete the course certificate

- Forty (40) hours to complete the five (5) course series certificate

- Self-paced online learning

- Scenarios and cases, videos, activities, questions, feedback, reflections

- Resources, glossary, business statistics, visual maps

ANALYZE THE ROLE THAT INFORMATION, DATA, AND TECHNOLOGY PLAY IN ORGANIZATIONAL DECISION MAKING

The Better Decision Making Using Business Intelligence course analyzes the role that information, data, and technology play in organizational decision making. Learners explore the technologies, data sources, data formats, and data analysis techniques that support better decision making. They also determine the importance of data quality and security for successful business intelligence activity.

BETTER DECISION MAKING USING BUSINESS INTELLIGENCE LEARNING OBJECTIVES

- Assess the role information, data, and technology play in organizational decision making.

- Explore decision support technologies and the underlying data formats and structures.

- Assess the importance of data quality and security for successful business intelligence functions.

- Examine alternative data sources to inform business decisions.

WHO SHOULD TAKE THE COURSE?

Undergraduate students can benefit their current studies, future employability, and entrepreneurial thinking by learning about the value that business intelligence and data analysis brings to business operations, strategy, and decision making.

New employees can quickly orient themselves to the impact of business intelligence and data analysis on business decision making.

Existing employees can better align their activities with others, increase productivity, and identify new business opportunities with a comprehensive view of business intelligence and data analysis.

ALLEGRO
LEARNING SOLUTIONS

In Partnership With

HARRISBURG UNIVERSITY
OF SCIENCE AND TECHNOLOGY

The Digital Business and Technology Certificate series is designed in partnership with Harrisburg University of Science & Technology, by a team of subject matter experts with years of experience working on the cutting edge of business technology.

Information Systems' Impacts | e-Business and the Modern Enterprise | e-Commerce and the New Economy | Better Decision Making Using Business Intelligence | Project Success and Innovation

KEY INSTRUCTIONAL FEATURES

Video insight from business leaders – Get real-world perspectives from business leaders and prominent business educators that give a fresh perspective.

Immersive learning activities – Engage in interactive activities that require content exploration and cognitive enagement, resulting in a A deeper level of immersion and comprehension.

Business scenarios – Explore concepts in a real-world context to increase application to the business environment.

Scenario-based assessments – Gauge your level of comprehension and review key concepts with scenario-based assessments that increase context and provide detailed feedback.

KEY ADMINISTRATIVE FEATURES

Easy to access and track - Access online lessons and track activity through a personalized learning management system.

Self-paced courses – Learners take courses in multiple sessions, with the ability to pick up where they last exited through the built-in bookmarking feature.

Leader's guides – Faculty and facilitators can access pre-designed classroom activities to assist with using the online courses in a blended or flipped classroom.