

CERTIFICATES IN BUSINESS INTELLIGENCE

Change is always difficult to predict – with accurate business intelligence the chances increase.

Business Intelligence; the skills, knowledge, technologies, applications and practices used to help a business acquire a better understanding of the market behavior and business context, implies a systematic and continuous process at strategic and operational level, regarding purpose, collection, analysis and communication of information to increase the organisation's competitiveness. Business intelligence represents the exciting task of identifying the external business environment changes that could mean a threat or an opportunity for the business.

The course is aimed at those of you who are relatively new at business intelligence and want a solid knowledge base. You are currently working either in the business intelligence field first hand, or you come in contact with business intelligence related matters through your job, for example as a business development manager, market analyst or consultant. The course is also suitable for managers, executives and owner-managers who want to develop their thinking when it comes to business intelligence, in order to achieve a competitive advantage. It is relevant to both the public and the private sector.

The Certificates in Business Intelligence provides a good understanding of what business intelligence is, and how you apply it practically in order to achieve success. The course combines theory with practical application. You will learn the fundamental skills of how you effectively use business intelligence to your organisation's advantage.

At the end of the course, you will have the skills to conduct the relevant analyses on your own.

CONTENTS

- ▶ The history of business intelligence
- ▶ The analysis process
- ▶ Creating business intelligence maps
- ▶ Effective information gathering
- ▶ Analytical methods for the analysis of the business arena
- ▶ Analytical methods for contextual analysis
- ▶ Internet research
- ▶ How to report results

SCOPE

5 days (40 teaching units) of teaching 09.00-16.00 (the first day, however, starts at 10.00).

FEES

FÖRETAGS
EKONOMISKA

INSTITUTET

'88'

fei.se

COURSE DATES
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