

Specialized Masters in “business intelligence”

**Jean-François Fiorina
Groupe ESC Grenoble**

« introduction »

According to an *IDC France* study the French market for the business intelligence companies grew by 33% in 2000 and represented 2.7 MdF(billion French francs). 4 big companies (Business Objects, Cognos, SAS and Hypérion) each share this market.

The European market according to *Dataminor*, will represent 5.8Md\$(billion US dollars) in 2005. The company estimates that this market will see a growth of 37% in 2001 and an average annual growth of 35% over the next 5 years.

The training expenditure in this area should go up by 33 % in Europe from now to 2004.

This market is fully expanding and requires specialists in sales, consulting, project management or management of these solutions of business intelligence as well as for software companies, consulting agencies, or businesses who use (or who will use) these systems.

The object of this specialized masters in « business intelligence » is to supply businesses with these competencies.

An organizational technique adapted to the subject of helping make decisions, business intelligence applications dedicated to certain areas in businesses such as management of customer relations and a global system for measuring business performances. These will be the main themes dealt with on this course with a common denominator: create value for the business using information.

This course has three distinctive characteristics:

- 1) it covers all the fields of the business intelligence using both a technical and managerial approach.***
- 2) it works alongside one of the major companies of solutions business intelligence, SAS Institute to define the contents, set up and manage the program.
This is part of the course « business intelligence » created by SAS at the Grenoble Graduate School of Business which covers the research programs as well as the joint training of the teaching staff.***
- 3) It blends theoretical lessons and business applications due to its work study formula***

Organization

There are four stages to the program:

1. *An introduction to management* from October to December
2. *A work/study part* from January to July (1 week in school / 2 weeks in business)
3. *A full time mission* from July to October
4. *Research* on an intelligence business theme in December.

Contents :

The teaching modules are the following

Common core for introduction to management :

- ✓ Marketing
- ✓ Finance
- ✓ Management
- ✓ Personal development

Specialization :

- ✓ Introduction to business intelligence : SAS vision of Business Intelligence
- ✓ Data warehousing
- ✓ Multidimensional infrastructure for management
- ✓ Technical infrastructure: portal, web.
- ✓ Data mining and analytical applications.
- ✓ Déclinaison métier de l'infrastructure
- ✓ Global performances of businesses

Target:

It is open to students who are graduates from engineering or management school or are post graduates (five years of study following high school).

It is also open to business executives who wish to become specialized in or to switch over to business intelligence.

Openings :

The course's advantage is that it gives students a wide range of jobs to choose from.

These can be classed into 5 big categories

- Commercial
- Consulting
- Project management
- Training
- Specialist (data mining, data warehouse, CRM ...)

And this for all types of businesses :

- SAS
- Integrators
- Consulting agencies
- Service companies
- Big businesses
- SME - SMI

At the end of this specialized masters, the students could occupy posts like Business Developer at SAS (in charge of development of a field of activity), in charge of « datawarehouse and data mining » in a big business (in charge of implementing, organizing and providing information to the different departments in the business) or project director at an integrators (running the project from A to Z by identifying and coordinating all the necessary resources – human, financial ...)

Appendix : The Grenoble Graduate School of Business

The Grenoble Graduate School of Business has developed a unique know-how in Technology Management.

The school has gradually developed its competencies in this domain, in both a general and specialist way.

Furthermore, because of the different scientific committees, the TIME center, (a center for the study of the impact technology and innovation have on the management of businesses), as well as joining in business activities (studies, consulting, clubs) the business school has learnt about the evolution of businesses and their needs in terms of competencies and their collaborators.

The role of these businesses is to adapt the pedagogical choices on an ongoing basis and to make the teaching of the different programs more concrete.

These are the same businesses who are now encouraging the Grenoble Graduate School of Business to create a Masters in « business intelligence ».

They have also agreed to give students business missions and participate in the different aspects of this masters.

This Specialized Masters is part of a normal strategic evolution of the Grenoble Graduate School of business since the start, going from technology management to technology management in certain posts, fields of activity or specific applications.

It completes and reinforces the choice of specialized masters on offer (technology management , entrepreneurs, supply-chain and industrial logistics, e-business, e-bank and webmarketing).

The Grenoble Graduate School of Business is Equis accredited and is ranked amongst the best French business schools.