

Business Intelligence:

A Relevant Alternative to Undergraduate Business Statistics

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Abstract

Business Intelligence (BI) is taught at very few business schools despite its prevalence in the market. Businesses want to hire graduates capable of analyzing problems and finding solutions. Most schools build that quantitative foundation with basic statistics course. Much of the statistics course work does not properly prepare the students for the breadth of analytical work they will do. Students often do not obtain competency in statistical analysis and occasionally question its relevance. BI holds the capacity to teach students relevant analytical skills while engaging them in meaning learning activities. BI tools can help managers and executives better understand the operations and financial position of their organization. They are being deployed more and more throughout the business world. Universities that do not educate business students in BI and related concepts will begin to fall behind and their students will not be prepared for work in today's companies. We argue that programs teaching the most relevant technologies and concepts, including BI, will have greater success recruiting motivated and intelligent students and achieve greater job placement rates.