



NATIONAL UNIVERSITY OF SINGAPORE BUSINESS SCHOOL PROFESSOR USES QLIK ACADEMIC PROGRAM TO BUILD CURRICULUM

“Because of the Qlik Academic Program, instead of using textbooks, our students are getting real industry experience with Big Data tools to learn about a wide variety of industries such as transportation, beverage and retail. As a result, students preparing for careers are gaining strong analytical skills, and learning how they can leverage data to make better business decisions. Knowing how to use a ground-breaking tool like QlikView lets them show their future bosses what’s possible.”

– Keith Carter, *Adjunct Associate Professor, Decision Sciences National University of Singapore Business School*



INNOVATIVE LEARNING

The National University of Singapore’s (NUS) mission is clear: To be a leading globally-oriented university with distinctive expertise and insights relating to Asia. NUS aspires to be a bold and dynamic community with a “no walls” culture and a spirit of enterprise that strives for positive influence and impact through its education, research and service. Every member of the University enjoys diverse opportunities for intellectual, personal and professional growth, while learning to succeed in a fast-changing world.

SOLUTION OVERVIEW

National University of Singapore

A leading global university influencing the future by transforming the way people think and do things through education, research and service.

Industry

Education

Function

Academic curriculum

Geography

Singapore, Asia Pacific

Challenges

- Build students’ understanding of data analytics
- Reinvigorate industry learning process
- Bring practical industry experience into learning practices

Solution

The National University of Singapore leveraged the Qlik Academic Program to implement QlikView as part of its core curriculum developed in less than two weeks.

Benefits

- Improved students’ industry experience
- Equipped students with strong analytics skills
- Increased student satisfaction and engagement



When Keith Carter, Adjunct Associate Professor at the Business School in Decision Sciences and APAC Regional President 1st Call Consulting came to NUS to teach a purchasing and materials management course, he was given specific instructions from the head of the department about his curriculum. The ultimate goal was to use his extensive experience to engage students with the industry and practice, and move them away from a typical textbook learning method. "I only had two weeks to develop this 'new' curriculum, and a completely blank sheet to work from," said Carter. "Coming from the industry I had a lot to share, but I knew I had to infuse this course with as much actionable intelligence as possible for students to get the most out of it."

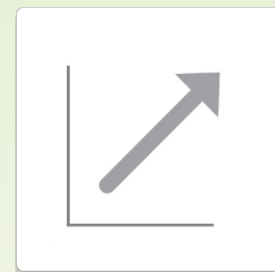
Formerly Executive Director Global Supply Chain Intelligence at Estee Lauder Companies (EL:NYSE), Carter worked extensively with QlikView, QlikTech's Business Discovery platform and knew he could use it to demonstrate industry practices effectively. He applied to and was accepted into the QlikView Academic Program, which is designed to support the academic community by enabling hands-on experience with QlikView in a college or university-supported curriculum. Established in July of 2012, the program provides free QlikView licenses to accredited, university-level, publicly- and privately-funded institutions worldwide. The program also comes with online resources and training for faculty.

Within a matter of days, QlikView licenses were obtained and Carter had his curriculum with QlikView at the core. His plan was to use the solution to teach his students about corporate and supply chain strategy, and how organizations can develop best practices to measure and drive these strategies. On the first day of the semester, Carter gave his students an assignment: Utilize the QlikView Academic Program free online demonstration tools to create a presentation that explains how these tools can be useful for business. "The students found QlikView's demonstrations very simple," said Carter. "They had no issues understanding and learning how to use the tools. It says a lot about the product that young minds can use it so easily to create 'what-if' analysis and other complex business scenarios within days." Carter believes it is QlikView's visualization capabilities along with its fast deployment, quick data loading, and ability to handle Big Data at one time that made it the best choice.

RETURN ON INVESTMENT

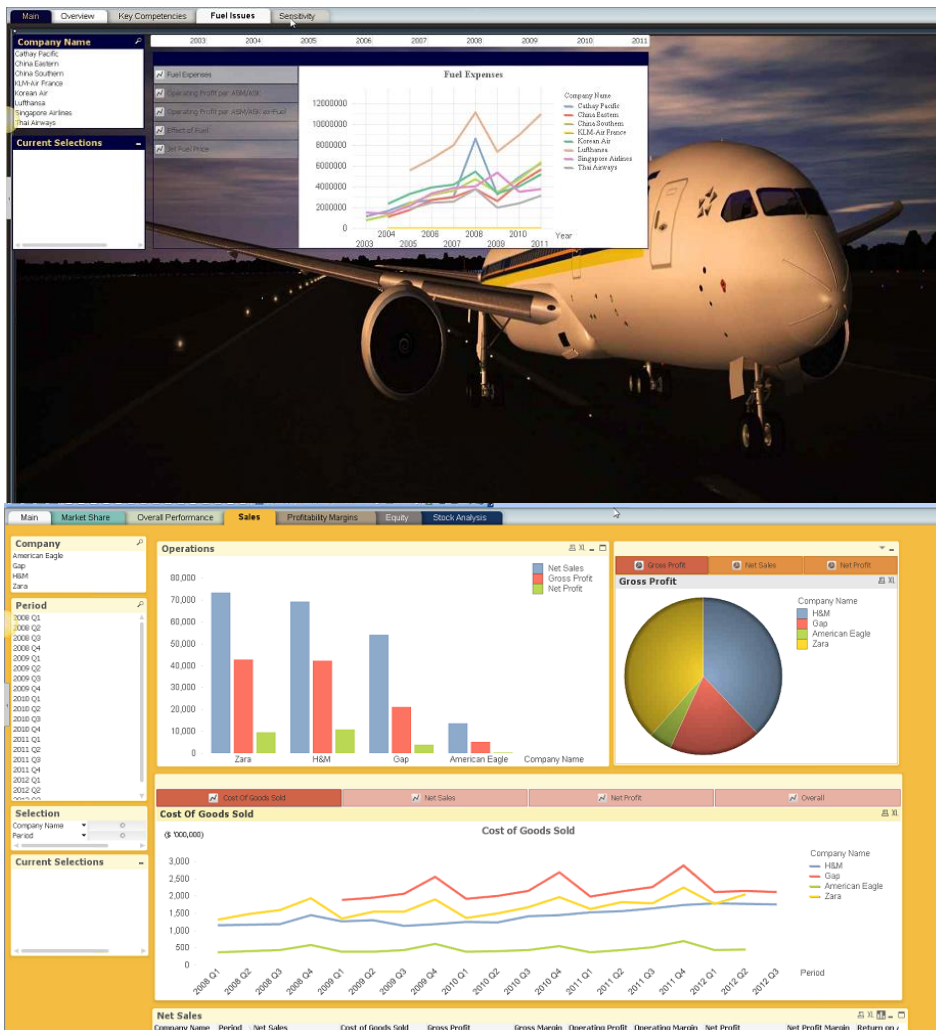
2 weeks

to develop QlikView applications for semester curriculum





Once Carter saw how receptive his students were to QlikView, he proposed the end of year assignment: Build a QlikView application to analyze information about a publicly traded or private company to better inform business. The students took on this challenge and discovered very interesting insights into big name companies. For example, one group of students utilized QlikView to analyze Singapore Airlines and how the company could use hedging to manage fuel prices better, and ultimately improve profitability. The students imported data from Bloomberg into QlikView to analyze yearly airline income, competencies, passenger revenue, fuel issues, fuel cost increase percentages and impact on performance. This analysis helped them understand how fuel prices impact net income. Another group of students compared Heineken to other beer companies. By analyzing relevant data, they demonstrated the impact of aluminum prices on Heineken and its competitors.





Through this assignment, Carter accomplished exactly what the university set out for him to do. "Because of the QlikView Academic Program, instead of using textbooks, our students are getting real industry experience with Big Data tools to learn about a wide variety of industries such as transportation, beverage, manufacturing and retail," said Carter. "As a result, students preparing for careers are gaining strong analytical skills, and learning how they can leverage data to make better business decisions. Knowing how to use a ground-breaking platform like QlikView lets them show their future bosses what's possible. They have said how excited they are about Purchasing & Materials Management and several graduates from the class accepted positions in supply chain business units as a result of the course.

Qlikview also enabled students to quickly analyze data from

Examples of QlikView dashboards developed by Carter's students

said Carter. "Several student groups were able to use the data they received to show companies how they could perform better. In one instance, the visualizations showed \$2 million in savings at one company whose annual turnover is \$25 million. That's nearly a 10% benefit right to the bottom-line that wasn't uncovered before the student's QlikView analysis."

Overall, Carter plans to continue utilizing the QlikView Academic Program, enabling him to uphold NUS' mission of being bold and dynamic, and transforming students' way of thinking. The University itself looks forward to enhancing all of its students' academia experience with QlikView.

"QlikView is the tool all MBA students must know."

– Jussi Keppo, Associate Professor, Decision Sciences, National University of Singapore Business School