

CUSTOMER STORY

Oakland University enhances courses

Business students achieve 85% pass rate
in Qlik Academic Program qualification



CUSTOMER STORY

“The Qlik Academic Program provides everything. It is completely free and it’s also nice from a professor standpoint because it’s self-contained so you don’t have to spend a lot of time building a new assignment.”

Jerry Roek, Adjunct Professor, Department of Decision and Information Sciences, Oakland University

Classroom learning and real-life experience

Based in Rochester, Michigan, Oakland University was established in 1957. With 20,500 graduates and undergraduates, it is now recognized as a student-centered, doctoral research institution with a global presence.

Established nearly 50 years ago, the University’s School of Business Administration integrates classroom learning with real-world business experience and 88% of its graduates secure professional employment within a few months of graduating.

It is one of only 186 business schools, out of 16,000 worldwide, to hold elite accreditation from the Association to Advance Collegiate Schools of Business - International for both its business and accounting programs. Also, the Institute for Business Technology lists Oakland among the top 50 schools on its IS Job Index.

Need for business analytics skills

Every day more and more companies are leveraging the benefits of business analytics to improve customer service, enhance operational performance, identify new business markets and drive revenue growth.

No longer the exclusive domain of IT professionals, business and data analytics skills now appear in job descriptions for many industries such as healthcare, automotive, financial services, marketing, human resources and education. However, it is a challenge to find people who combine quantitative computing and business domain knowledge with the requisite business analytics skills.

Solution Overview

Customer Name

Department of Decision and Information Sciences, Oakland University

Industry

Higher Education

Geography

Michigan, USA

Challenges

- Improve student employability
- Teach students about industry-standard tools
- Support business and industry by plugging the analytics skills gap

Solution

Students at Oakland University, Michigan took part in the Qlik Academic Program as part of its 2017 Management Information Systems and Statistics courses. It provides university professors, students and researchers with free Qlik software and resources.

Results

- Of 143 students taking the exam, 85% achieved the Qlik Sense qualification
- Students now have an additional qualification to add to their resumés
- The local job market now has access to employees with valuable data analysis skills
- The course allowed students to learn at own speed
- Candidates learned the value of data

To help fill this skills gap, the Oakland University Business School has a Department of Decision and Information Sciences (DIS) which runs several courses aimed at helping students meet the demands of the job market. This includes a full complement of business analytics programs.

Learning by doing

Professor Jerry Roek recognizes the importance of data analysis in business. He teaches Management Information Systems (MIS) and Statistics courses at Oakland's DIS and also works in the Chrysler Technology Center at Auburn Hills.

Having used Qlik Sense business intelligence and data visualization software for data analysis in manufacturing engineering, Roek says: "I wanted to introduce something new to the curriculum of my MIS class, so I reached out to Qlik. It was then that I learned about the Qlik Academic Program."

The Qlik Academic Program provides qualified university professors, students and researchers with free Qlik software and resources to help in the training of data analytics. Online learning resources, including instructional videos, lecture notes, handouts, and real-world interactive business use cases are made available through the program's online learning platform, the Qlik Continuous Classroom. Students can also take Qlik Sense Business Analyst and Data Architect Qualification exams to earn a printed certificate and digital badge they can add to their resume or social media sites.

Free year-long assignment

"The Qlik Academic Program provides everything. It is completely free. Since it is self-contained, a professor has more time to guide students instead of building new assignments," says Roek. "Using Qlik Sense is learning by doing so students not only build applications, but they also understand how the tool works. This teaches them new concepts which they can use in future classes and can take forward into the work environment. They can use it to market themselves which gives them a real advantage in the jobs market. I know this, because I also recruit in the Open University.

"Each week, we cover a variety of topics using the Qlik Sense application. These include creating sheets and visualizations, basic Qlik Sense terminology, filtering, searching, master items and data sources. Each lecture is supported by the Qlik videos which are outstanding. They are right to the point and show students in detail what they have to do to get quick results."

Significant exam success

A highly popular addition to Oakland's MIS and Statistics curriculum, buzz about the Qlik Academic Program has increased interest in the course and has resulted in a waiting list for these courses. So far 143 students have taken the qualification exam and 85% have passed.

Having presented his students with various fun questions and tasks, Roek was surprised at how quickly they caught on and saw the value-add of the Qlik application. Previously, students had made charts and tables for analysis then had to constantly go back and make new charts. With Qlik Sense, they were intrigued by how easy it was to filter and manipulate data, how much time they could save, and how they could use the results in their own workspace or internships.

"The students did a lot of experimenting with different charts, colors and filters so the course taught them to be creative and surprisingly, it was the Human Resource students who most realized how they could use Qlik to their advantage," says Roek. "At the end of the day, as business students, they have to have a core foundation of technology to advance their careers. However, if you look at their resumé's, mostly everyone has the same technical skills. Knowing Qlik adds to those technical skills and having an understanding of a business analytics tool that is used by many enterprises can give them the edge in the recruitment market.

"At the end of the course, the feedback was very positive with all students saying that they had learned useful skills that were a real value-add."

The keys to success



143

students took the Qlik examination



85%

gained Qlik Sense qualification

“Using Qlik Sense is learning by doing so students not only build applications, but they also understand how the tool works. This teaches them new concepts which they can use in future classes and can take forward into the work environment.”

Jerry Roek, Adjunct Professor, Department of Decision and Information Sciences, Oakland University



About Qlik

Qlik is on a mission to create a data-literate world, where everyone can use data to solve their most challenging problems. Only Qlik's end-to-end data management and analytics platform brings together all of an organization's data from any source, enabling people at any skill level to use their curiosity to uncover new insights. Companies use Qlik to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward.

qlik.com

© 2019 QlikTech International AB. All rights reserved. Qlik®, Qlik Sense®, QlikView®, QlikTech®, Qlik Cloud®, Qlik DataMarket®, Qlik Analytics Platform®, Qlik NPrinting®, Qlik Connectors®, Qlik GeoAnalytics®, Qlik Core®, Associative Difference®, Lead with Data™, Qlik Data Catalyst™, Qlik Associative Big Data Index™ and the QlikTech logos are trademarks of QlikTech International AB that have been registered in one or more countries. Other marks and logos mentioned herein are trademarks or registered trademarks of their respective owners.