What is business intelligence (BI)? Well, it starts with data. Advances in technology have helped organizations collect mountains of data ranging from customer preferences to trends in sales. The business intelligence major at Saint Joseph's trains students to help these organizations make sense of this data and use the information to make strategic business decisions. According to a recent survey spearheaded by leading technology and research company Gartner, this field is a top priority for CIOs nationwide. While other universities offer information technology as a major to students, Saint Joseph's structured the BI major to educate students about more than just technology. While students learn various software tools, the real advantage to the program is that students learn how to use these tools, interpret the data and identify important business trends.

The great thing about this area of study is that it's not industry-specific. Saint Joseph's business intelligence alumni work in a variety of fields engaged in interesting research for their organizations. For example, some monitor blogs, social media and newspaper articles to present their companies with critical information about consumer sentiment. Another alumnus works for the military and uses business intelligence software to identify and avoid potential threats. Others use the software to track census data and make decisions on where to build new franchises. To thrive in today's business world, employees must rapidly make complex decisions and those decisions demand insight. BI graduates offer employers great potential and new profitable discoveries.

**LEARN MORE ABOUT THE BUSINESS INTELLIGENCE MAJOR:**

- Visit the Decision & System Sciences Department’s website: [http://www.sju.edu/int/academics/hsb/dss/index.html](http://www.sju.edu/int/academics/hsb/dss/index.html)
- Visit the Haub School of Business Leahy Advising Center, located in Mandeville 289
- Contact the Decision & System Sciences Department to schedule a meeting with a faculty member by calling 610-660-1609
- Speak with current students in the major
- Schedule an appointment with the Career Development Center by calling 610-660-3100

**WHAT CAN I DO WITH A MAJOR IN BUSINESS INTELLIGENCE?**

Whatever you put your mind to! You can learn much more at [www.onetonline.org](http://www.onetonline.org). Following are descriptions of just a few of the careers you might pursue:

**Business Analyst:** Conducts organizational studies and evaluations, designs systems and procedures, conducts work simplification and measurement studies, and prepares operations and procedures manuals to assist management in operating more efficiently and effectively.

**Data Scientist:** Works with various analytics projects across all functional areas of the company. These projects include providing key business insights from data analysis and discovery; validating data quality and completeness for analytics; building compelling data visualizations for reporting; and serving as an internal consultant for all analytical problem solving opportunities.
**Database Administrator:** Administers, tests, and implements computer databases, applying knowledge of database management systems. Coordinates changes to computer databases. May plan, coordinate, and implement security measures to safeguard computer databases.

**Management Consultant:** Helps organizations to improve their performance, primarily through the analysis of existing organizational problems and development of plans for improvement. Organizations may draw upon the services of management consultants for a number of reasons, including gaining external (and presumably objective) advice and access to the consultants' specialized expertise, such as in technology implementation, strategy development, or operational improvement services.

**Social Media Analyst:** Builds and improves an organization’s online presence and brand awareness through the use of social media networks, blogs and online search engine marketing/optimization (SEM/SEO) based on strong online communication and business analytical skills.

**HOW CAN I ENGAGE MY INTEREST IN BUSINESS INTELLIGENCE OUTSIDE THE CLASSROOM?**
There are so many opportunities to get involved at Saint Joseph’s University – and to develop experience in your major while doing so! Here are just a few:

- Alpha Iota Delta
- Business Intelligence and Technology Society (BITS)
- Cooperative Education Program
- INFORMS
- Delta Sigma Pi
- Internship Program
- Omega Rho
- Summer Scholars Program

**OUTCOMES – A CLOSER LOOK AT SJU GRADUATES WITH DEGREES IN BUSINESS INTELLIGENCE:**
As depicted in the chart below, the majority of new graduates have started their careers in the science and technology field. Many others have selected a variety of industries. (Data from Saint Joseph’s University Career Development Center’s Post-Graduation Survey, 2008 – 2012.)

*Other industries include: Consumer Products, Financial Services, Government*

Here is a sampling of positions our graduates have accepted:

<table>
<thead>
<tr>
<th>Account Representative</th>
<th>Associate Programmer</th>
<th>Consultant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Analyst</td>
<td>Business Analyst</td>
<td>Contributor</td>
</tr>
<tr>
<td>Assistant Manager</td>
<td>Business Systems Analyst</td>
<td>Data Operations Technician</td>
</tr>
</tbody>
</table>
Database Developer  Leadership Development Program  Second Lieutenant
Information Systems Auditor  Trainee  Software Quality Assurance Analyst
Information Systems Engineer  Management Trainee  Systems Administrator
IT Auditor  Network Engineer  Technical Business Analyst
IT Consultant  Project Analyst  Technology & Security Risk Services
IT Risk & Assurance Advisory Staff  Risk Advisory Associate  Technology Advisory Associate
IT Services Staff  Sales Representative  Technology Consultant

Organizations that have hired our graduates include:

Affiliated Computer Services  Hess Corporation  PricewaterhouseCoopers
American International Group (AIG)  Information Age Systems, LLC  Protiviti
AmeriGas  Johnson & Johnson  Real Time Media
BDO USA  KPMG  Saint Joseph’s University
Canon Business Solutions  LECG / SMART  SAP
Computer Sciences Corporation  Lockheed Martin  The Vanguard Group
Deloitte & Touche  Mozilla  Thompson Marketing
Ernst & Young  Nelson White Systems, Inc.  United States Air Force
Exceed Corporation  New York Life  United States Army
General Dynamics  Patriot Equities  Yahoo
Hewitt Associates  PHH Mortgage

Some of the graduate schools in which our students have continued their education, in programs including Business, Education and Law:

Drexel University  Syracuse University
Saint Joseph’s University  Vanderbilt University

Average Starting Salary – Business Intelligence Majors – Classes of 2008 – 2012

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th># of Respondents</th>
<th>Average Salary</th>
<th>Average Bonus</th>
<th># of Bonuses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>Too little data to report (number of respondents was less than 5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>5</td>
<td>$54,500</td>
<td>$3,000</td>
<td>1</td>
</tr>
<tr>
<td>2010</td>
<td>Too little data to report (number of respondents was less than 5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>Too little data to report (number of respondents was less than 5)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>5</td>
<td>$49,500</td>
<td>$3,000</td>
<td>1</td>
</tr>
</tbody>
</table>

GETTING THE JOB – SAMPLE BUSINESS INTELLIGENCE MAJOR RESUME:
FURTHER ASSISTANCE WITH YOUR MAJOR AND CAREER OPTIONS:
The Career Development Center can help you with the process of choosing a major and exploring your career options. For assistance, please call 610-660-3100 to schedule an appointment to meet with a Career Counselor.