Advanced Technology for Enterprise Systems: Post-Baccalaureate Certificate

This certificate program is designed to provide broad knowledge of new technologies associated with enterprise systems including in-memory database management, business analytics (descriptive and predictive), data visualization and mobile application development.

ABOUT THE PROGRAM
The objective of this program is to prepare individuals to advance in their current career or change careers to the business intelligence field by providing an understanding of and hands-on experience with different data storage, data access and analytics tools. In addition, this program provides a solid foundation and context for individuals that want to pursue specific certification courses/exams.

The program is delivered completely online and is designed to be completed in one year through a series of five, seven-week courses. Participants gain an understanding of different enterprise systems that capture data; tools to store and access that data; different analytical approaches for reporting, visualizing and predicting based on that data; and technology to present the data and results via mobile devices. Software from SAP, a leading vendor in enterprise systems and business intelligence systems, is used, providing the students with practical as well as theoretical understanding of these fields. This combination prepares participants to pursue employment opportunities in the continuously growing fields of data analytics, mobility and business intelligence.

ABOUT THE COURSES
Enterprise Systems
- Gain an understanding of enterprise resource planning systems as one of the primary sources of data in organization.
- Use an ERP system to carry out the major business processes and make decisions based on the data captured in the system, developing a better understanding of the integrated nature of processes and the data.

Data Management
- Learn the basics of relational databases and the differences between a relational database and in-memory database.
- Use MySQL (relational database) to see the basic concepts of database and SAP HANA (in-memory database) to see the benefits of speed from in-memory processing.

CRM and Business Analytics
- Understand the use and analysis of customer relationship management to determine firm practices that will maximize the lifetime value of each individual customer and provide answers to questions about customer loyalty and return on marketing investments.
- Use SAP Business Warehouse (BW) and Business Objects for hands-on experience with analytical processes.

Business Mobility
- Learn the basic concepts of mobile platforms that facilitate the mobile devices that employees increasingly rely on to get their work done.
- Use cutting-edge technology to develop feature-rich apps that can be accessed across devices, including SAPUI5, Fiori (the new face of SAP that is changing the way users interact with SAP software) and HANA Cloud Platform SAP Web IDE.

Predictive Analysis and Data Visualization
- Gain an understanding of the role of predictive analytics and visualization to support decision-making in organizations.
- Use sophisticated analytical tools including, SAP Predictive Analytics and Lumira, and data from an in-memory database to conduct advanced analysis of data from enterprise systems.

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