Framing Business Problems Course Syllabus

Framing Business Problems

Hello, and welcome!

Using data effectively to drive business decisions is a collaborative effort. And knowing who the key players are, how to identify a business problem, and how to ask for what data you need ensures that collaboration leads to fruitful results. This course introduces you to the business intelligence (BI) ecosystem. You'll examine strategies for collaborating and building partnerships with various roles within the ecosystem and explore how data is stored and transformed. Along the way, you'll discover how to turn business goals into metrics that matter, and how to use those metrics to identify organizational problems. You'll also learn how to create structured analytics requests that clearly and concisely frame business needs. This knowledge will enable you to navigate the vast sea of business data with confidence.

We invite you to take a minute to learn about the course by reviewing the information that follows. This way, you will be better able to understand the expectations of the course as a whole. Then you can determine how to manage your time and efforts as you navigate through it.

You are in the right place. You belong here. You can do this!

Course Description and Competencies

WHAT TO EXPECT

In this course, you will work through three modules of material. Each module is broken down into smaller units. These units provide an overview of the BI ecosystem, how to identify business problems, and how to effectively request the analytics you need.

Throughout this course, you will find readings and a variety of interactive elements. These include videos, study resources, and ungraded practice tests to help deepen your understanding of the content. Engaging with these activities reinforces new learning. It also complements the knowledge you bring to this area of study.

The assessment provides an opportunity to demonstrate your mastery of the competencies in this course. You may attempt the assessment two times before additional support is necessary. If you require further attempts, please contact your Course Instructor or Student Experience Specialist. We're here to help!

This course covers the following competencies:

1. The student describes the Business Intelligence (BI) ecosystem.
2. The student identifies organizational problems through performance analysis.
3. The student constructs a structured analytics request.

Assessment

You must achieve a ranking of **Competent** on the assessment to pass the course. You may attempt the assessment two times before additional support is necessary. If you require further attempts, please contact your Course Instructor or Student Experience Specialist.

◆ **1** final project ◆ **3** competency units

Course Outline

Module	Upon completion of this module, you will be able to:
The Business Intelligence Ecosystem	A. Identify key roles in business intelligence. B. Describe strategies for collaboration. C. Describe BI components used to store and transform data. D. Describe the stages of the BI lifecycle.
Identifying the Problem	A. Translate goals into KPIs. B. Identify the business problem by analyzing KPIs. C. Determine the cause of a problem using root cause analysis.
Asking for What You Need	A. Communicate clearly and concisely. B. Identify the business statement and the desired outcome. C. Explain key questions and KPIs. D. Define the project scope and data requirements. E. Identify stakeholders and timeline.

Technology Requirements

We want to be sure you have the tools to succeed! Review the Computer System and Technology Requirements to learn about the technology you'll need. If you have questions about your setup, contact support@academy.wgu.edu.

You will need Adobe Acrobat Reader DC. If you haven't already, download this free software. You may encounter an interactive form that contains fields that you can select or fill in. Review how to fill in a PDF form.

Key Contacts

Certificate Connect

Check out this online community to take advantage of course resources, including videos and tips from your educators. You can ask and answer questions, provide feedback on your progress, and interact with fellow students. You will find this platform in the Student Resources section of the course. Log on and do some exploring!

Technical Support

If you encounter technical issues, be sure to contact the Help Desk. Just submit a Support Request for assistance.

Program Support

Do you have questions about your account? Student Support has answers. They can help with billing, switching courses, and other requests. You can contact them at (888) 320-0540 or support@academy.wgu.edu.

Accommodations

WGU provides compliant and accessible learning experiences. If you require accommodation, please contact us at the start of the course. You can email support@academy.wgu.edu or call (888) 320-0540. We are committed to ensuring that all students with disabilities have equal access to WGU's services and materials. We strive to use best practices for accessibility. Our goal is to conform to existing U.S. laws. These include the Americans with Disabilities Act and Section 504 and Section 508 of the Rehabilitation Act. Our learning management system (LMS) platform is Open edX. Open edX's commitment to accessible content is published on their Website Accessibility Policy.