

MICROSTRATEGY TEACHING RESOURCES FOR UNIVERSITIES



TEACH BUSINESS INTELLIGENCE WITH MICROSTRATEGY

MICROSTRATEGY, A GLOBAL LEADER IN BUSINESS INTELLIGENCE (BI) TECHNOLOGY, PROVIDES INTEGRATED REPORTING, ANALYSIS, AND MONITORING SOFTWARE THAT HELPS LEADING ORGANIZATIONS MAKE BETTER BUSINESS DECISIONS EVERY DAY. MICROSTRATEGY PROUDLY SUPPORTS THE ADVANCEMENT OF BUSINESS INTELLIGENCE THROUGH ACADEMIC PROGRAMS. AS PART OF THIS COMMITMENT, MICROSTRATEGY PROVIDES FREE SOFTWARE AND COURSEWARE TO UNIVERSITIES FOR TEACHING PURPOSES.

Hands-on BI Experience for Students

MicroStrategy software, with its user-friendly reporting features and analytical flexibility, is well-suited to provide practical BI training for undergraduate and graduate students. Universities can enrich their business intelligence course offerings with MicroStrategy and teach students about BI in a tangible way, providing valuable experience that students can take directly into the workplace. In addition to providing free software, MicroStrategy has more than 30 classes covering a broad range of topics that can be adapted for a college-level curriculum.

“Companies want to hire students who can hit the ground running – they want students with an understanding of both foundational skills and contemporary tools that exist in the workplace. Having the ability to teach my students business intelligence using software like MicroStrategy is incredible. It means students experience business intelligence in a relevant, real-world way. And, it means that my students can be productive as soon as their careers begin.”

— BARBARA WIXOM,
ASSOCIATE PROFESSOR, DIRECTOR MSMIT, UNIVERSITY OF VIRGINIA

Universities Around the Globe Teach with MicroStrategy

MicroStrategy is committed to developing the next generation of BI skills and leaders. MicroStrategy has provided its software for teaching BI courses to numerous universities in the U.S. and Europe, including University of Colorado Denver Business School, RWTH Aachen University, University of Bamberg, and HTWK Leipzig University.

Support for the Teradata University Network

MicroStrategy has also provided free software to the Teradata University Network for more than five years. The Teradata University Network is a Web-based learning portal for faculty and students in data warehousing and business intelligence that is provided at no cost to universities.

The Teradata University Network currently has over 1,800 registered faculty members, from over 850 universities, in 71 countries, with thousands of student users. Hugh Watson, Senior Advisor for the Teradata University Network and Professor of MIS at the University of Georgia commented on MicroStrategy: “I’ve used MicroStrategy in my graduate Decisions Support course and it was easy to include in the course and students loved it.”

Teach Business Intelligence with MicroStrategy

Is your university interested in learning more about free software and courseware for teaching business intelligence? For more information on this program, visit www.microstrategy.com/teachingBlfree.asp

