

Cologne University of Applied Sciences Teaches BI

With about 16.700 students in 66 study courses and 413 professors, the Cologne University of Applied Sciences is the largest university of its kind in Germany. Its hallmarks are application-oriented and subject-comprehensive teaching as well as dynamic enhancements of the courses, integrated practical experiences, and a short duration of study.

“Putting across vocational-competency” is one of the main tasks to which the Cologne University of Applied Sciences is dedicated within their overall concept. In order to fulfill this self-commitment, they take the often-demanded networking between science and economy very seriously.

For this reason the Faculty of Business Sciences sets great value on familiarizing the students with questions of corporate management, the usage of reporting systems, and generating strategically relevant information - those questions gain more and more importance in professional practice. “Business Intelligence” is both the topic of its own course and applied as a cross-section topic in courses such as human resource management or information management.

The University decided to place the SAS BI Server in the center of the Business Intelligence lectures because the SAS 9 Platform is considered virtually standard for reporting and strategic controlling in both large-scale and upper middle-class enterprises.

Professor Lindner from the University’s Faculty of Economic Sciences explains “We use SAS because the SAS BI Server replaces local spread sheet solutions as well as other reporting and analysis applications in many companies. The reason is that companies have a deficit in compiling reports – for instance due to heterogeneous databases or unequal topicalities.” Working with SAS while studying guarantees the students a real advantage when they start their careers, because many companies demand a well-founded Know-how in working with SAS. A second reason for the decision for SAS is the unique Academic Program: The SAS Academic Club has been encouraging the intensive exchange between academic institutions and the economy for many years. “SAS appears here extremely dedicated; the SAS Academic Club is a real precursor”, says Professor Lindner.

SAS considers the partnership with the Cologne University of Applied Sciences as an outstanding example in Germany, proving the motto of the SAS Academic Program: Bridging the Gap between Academia and Business!

Learn more about the program in this German-language [brochure](#)