NTU and SAS to offer joint programme in Data Mining

- Students to be trained in cutting-edge technologies in business intelligence

Nanyang Technological University (NTU) and SAS, the leader in business intelligence, will offer a joint programme in data-mining, aimed at empowering students with industry-valued skills in the field of business intelligence and data integration solutions. This is the first such collaboration between SAS and a Singapore university.

The “NTU-SAS Joint Programme in Data Mining” will be offered by NTU’s School of Computer Engineering (SCE) and launched this academic year. Besides attending lectures in business intelligence, students will have hands-on to the most cutting-edge solutions used in the business world. Students of the programme can also look forward to internship opportunities with SAS.

Data-mining refers to the use of advanced statistical tools to identify commercially useful patterns in databases. This is increasingly used in businesses today in various aspects such as sales figures and customer complaint.

As more companies realize the importance of business intelligence and integrating data from across the enterprise, this joint programme aims to meet market demand for SAS-enabled professionals.

The joint programme will enhance the students’ education by further exposing them to real-world applications. SCE students will get to practice data-mining by
applying SAS technology to real business cases, so that they can better understand business issues such as which customer segments are more profitable and why.

In addition, the joint programme allows SCE students’ final-year projects to be supervised by both SCE faculty and SAS staff, consultancies by SCE faculty to SAS, SCE students undergoing SAS training as well as the provision of S$10,000 in funding for the developing of data mining demos.

Says Dr Lim Ee Peng, Head & Associate Professor, Division of Information Systems, NTU SCE, “The business intelligence landscape today is more competitive than ever and it is important to equip our students with the appropriate skills that are valued by the industry. The partnership with SAS will give our students valuable exposure to the technology used in the corporate world that can be utilized worldwide, making them ready for the global corporate world when they graduate.”

He adds, “We believe that this partnership can create further opportunities for collaboration between NTU and partners in other sectors like industries and government, particularly in the areas of data mining research and applications. Students need to learn efficient ways to reach out to their customers, regardless of the business they are in, with the aid of data mining. Understanding such a concept and how to apply it allows them to build a model of customer behaviour that could be used to predict which customers would be likely to respond to the new product - a tool crucial for business applications.”

Bill Lee, Singapore Country Manager for SAS, adds, “We are always excited to work with tertiary institutions and business schools to integrate our cutting-edge technology in research, teaching and consulting. The initiative is more than just software usage or an internship program. It is an innovative way to educate and develop quality students to become future leaders in the business world. We aim for the highest standards of academic and professional education by preparing them for research work and business analysis. We believe in the power of education and support the government initiative of ‘Education for the Future: THINKING SCHOOLS, LEARNING NATION’. We will support the quality education in Singapore as our nation grows into the education hub of Asia.”

SAS applications for innovative solutions are implemented and taught at universities and educational institutions around the world. Some 2,200 universities include:

- University of North Carolina (USA)
- North Carolina State University (USA)
- Tsinghua University (China)
- University of New South Wales (Australia)
According to a Gartner study, business intelligence applications were ranked highest on organisations’ list of priorities*. SAS had the top spot with a 17.5 percent share of revenue in the Asia Pacific and the second spot in EMEA (Europe, Middle East and Africa) with 17.4 percent BI market share.

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About Nanyang Technological University

Nanyang Technological University (NTU) is a research-intensive university with globally acknowledged strengths in science and engineering. The university has a beautiful garden campus and a distinguished lineage with roots that go back to 1955.

NTU’s 12 schools span diverse disciplines – from engineering and the sciences to art, design and media. The university has a strong engineering college focused on innovation, a business school with one of the top 100 MBA programmes in the world, an internationally-acclaimed National Institute of Education, one of the best communication and information schools in Asia, and a biological sciences school at the forefront of Singapore’s life sciences initiative. The Institute of Defence and Strategic Studies is a world authority on terrorism issues.

Ranked among the top 50 universities in the world, NTU has in place multi-country programmes and initiatives with established institutions worldwide. Some examples of key partners include MIT, Stanford University, Cornell University, Caltech, University of Washington, Carnegie Mellon University; world-class universities in Asia such as Beijing University, Shanghai Jiaotong University, Waseda, IIT of India; and top European universities like Cambridge University, Imperial College, Ecole Polytechnique Federale de Lausanne, University of St. Gallen, University of Technology of Compiègne and the University of Technology of Troyes.

For more information, visit www.ntu.edu.sg

About SAS

SAS is the market leader in providing a new generation of business intelligence software and services that create true enterprise intelligence. SAS solutions are used at 40,000 sites – including 96 of the top 100 companies on the FORTUNE Global 500® – to develop more profitable relationships with customers and suppliers; to enable better, more accurate and informed decisions; and to drive organizations forward. SAS is the only vendor that completely integrates leading data warehousing, analytics and traditional BI applications to create intelligence from massive amounts of data. For three decades, SAS has been giving customers around the world The Power to Know®. Visit us at www.sas.com.

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* Source: Gartner EXP Quarterly Trending report January 2006
* Source: CRM Today [December 6, 2005]