

## David Airehrour

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**From:** Marianne Cherrington <Marianne.Cherrington@op.ac.nz>  
**Sent:** Tuesday, 12 November 2019 8:10 AM  
**To:** David Airehrour  
**Subject:** Re: Feedback on incorporating Tableau Certification into Business Analytics course (BSNS7162)

Hello David

Thank you for the opportunity to provide feedback on incorporating Tableau Certification into the BSNS7162

I think your points favouring the proposal are all sound and forward thinking.

As well, I would like to add that increasingly, from a Management Qualification perspective, critical thinking, problem solving and communication are embedded skills that MUST be exhibited by students.

Having sat on several industry panels, these issues are always fundamental priorities.

However, many assessments are 'research' or 'case study' based; I believe these are excellent tools when used properly,

but research discourse alone is never enough... it must be applied. .. Case studies are often 'one dimensional'

Therefore I welcome wholeheartedly the Tableau Certification in BSNS7162. I wish the paper were compulsory!

Papers such as 'business statistics' confront students as if they 'stand alone' in the curriculum and some organisations now are proposing analytics papers that 'make do' with excel.

Business analytics is now a VITAL tools in any management student's repertoire and it creates a synergy with IT departments

The ability to manipulate data with powerful Tableau visualisation tools builds analytical skills and confidence.

Teaching management students research and document writing skills is not enough anymore.

They need to bring data 'to the table' so as to present a sound foundations for discourse and debate

Decision-making relies on data (data is power) and students that can use, visualise and communicate with data

will be sought by business. Is that not our goal as educators?

It appears Unitec wants to be an 'educator of choice' amongst industry providers.

Lucky you, if you are a Unitec graduate in 2021!

and how much more attractive is Tableau Certification as a permanent 'badge of honour' on a resume.

I believe Tableau Certification will be a powerful drawcard to the paper, the qualification and Unitec.

Regards

Marianne Cherrington

Senior Lecturer OPAIC

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**From:** David Airehrour <dairehrour@unitec.ac.nz>

**Sent:** Sunday, November 10, 2019 8:31 PM

**To:** Marianne Cherrington <Marianne.Cherrington@op.ac.nz>

**Subject:** Feedback on incorporating Tableau Certification into Business Analytics course (BSNS7162)

Hi Marianne,

Hope you are doing well?

We are currently looking to improve the learning experience and providing better industry impact of our students in industry workplace. As a result, we have done some research around how the impact of incorporating the Tableau Desktop certification into the level 7 Business Analytics course.

We reason that the Tableau certification will benefit our students as follows:

1. High demand for Tableau professionals: Since the launch of Tableau, many companies have already accepted it as the best program to sort out the data analysis issues. They are recommending the employees to take up the training courses and some are allotting training funds as well. According to the study by International Data Corporation, the Tableau is going to generate 50 times more data by the year 2020. With the numerous data and real-time business protocols, Tableau has become a popular tool for the business analysis. Due to these factors, the demand for Tableau professionals is soaring high these days.
2. Rewarding career in Tableau: Not only the soaring demand but also the offers of huge rewards are making Tableau a promising career. With an average of \$ 1 million, the Tableau professionals have become the highest paid employees in the current period! The upward rising graph of the salary of the Tableau professional has made it a great career and the biggest reason to take a certification in the programme.
3. Top companies looking for Tableau talent: Since the launch of Tableau program, top-notch companies have already changed the working structure. They are transferring their data to the Tableau to make it more user-friendly and save the time consuming to enumerate each data. Big companies like Facebook, Dell, Sony, Net Jets, Bank of America, Applied Systems, Booz Allen Hamilton, University of California, Groupon and many others have already opened job opportunities for Tableau professionals. If you are still planning about your career and you want to start big, then Tableau is your way!
4. Variety of jobs on offer: The Tableau certified professional has many relevant jobs to accomplish in a company. There is a huge range of job roles for that who is taking Tableau as a career;

Despite these facts above from Tableau and the McKinsey report, we will appreciate your candid opinion on this.

Kind regards

David Airehrour

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