

Business Knowledge Series



Knowledge is the key to success — unlock your potential

Business Knowledge Series

Solve your business problems with a unique training initiative between SAS and industry professionals. New and relevant course content keeps you ahead of evolving trends and the competition.

Leverage the knowledge and experience of our global network of professionals through:

- focused in-depth topics on the latest business developments
- courses that extend traditional SAS software training
- interactive lectures, software demonstrations, and hands-on workshops

TRAINING OPTIONS

Public courses are scheduled in our state-of-the-art training centers, located across the U.S.

On-Site courses have the same quality content and instruction as our public courses, but they are taught at your workplace. You have the benefit of asking questions and generating discussion unique to your organization in a convenient and private setting.

Live Web classes bring instructor-led training directly to your desktop. Using a Web browser and telephone, you can interact with an instructor, who guides your learning and answers your questions in real time.

COMING SOON

Defining a Validated Patient Severity Index to Rank Healthcare Quality

Patricia Cerrito, PhD, professor of mathematics at University of Louisville

Web Analytics and Web Intelligence Using SAS®

Bart Baesens, PhD, or Christophe Mues, PhD, assistant professors at the School of Management, University of Southampton (UK)

Developing Customer Lifetime Value

Kattamuri S. Sarma, PhD, founder and president of Ecostat Research Corporation, White Plains, NY

Meet Instructor Michael Speed, PhD



Michael Speed is currently a professor of statistics at Texas A&M University. He holds a PhD in Statistics from Texas A&M and a master's degree in Mathematics from

St. Mary's University of San Antonio. Currently, Dr. Speed is also the Associate Dean of Technology Mediated Instruction in the College of Science at Texas A&M. He received the College AFS Teaching Award in 2001, as well as the H.O. Hartley Award in 1999. Dr. Speed has also refereed papers for *Technometrics*, *American Statistician*, and *Journal of the American Statistical Society*. He has also served as the associate editor of *Communications in Statistics*. His current research interests include analyzing harvest data and fresh water inflows in Galveston Bay as well as designing low cost experiments for analyzing exhaust emission data.

Michael Speed teaches:

- Introduction to Statistical Concepts: Means, Standard Deviations, Confidence Intervals, and Hypotheses Testing
- Making Business Decisions Using Linear Models in SAS®: A Harvard Case Study



Our customers consistently rank our training as excellent. That's no accident. From the moment you register, during your training, and even after you're back at work, we strive to provide you with the highest level of customer care possible. If you're not satisfied with your training experience, let us know within 60 days and we'll offer you another class or refund your initial course fee.

Data Manager

Data Cleaning Techniques

Ron Cody, EdD, author and former professor at the Robert Wood Johnson Medical School

In this course, designed for SAS programmers, students learn techniques for finding errors in raw data or SAS data sets. These techniques involve using DATA step programming and other SAS procedures.

Health Care Data and the SAS® System

Craig Dickstein, co-author of Health Care Data and the SAS® System

This industry-specific course focuses on the origin, management, and use of administrative healthcare data with an emphasis on the use of SAS software tools. Students will become acquainted with the providers, payers, and users of the SAS healthcare system.

SAS® Functions by Example

Ron Cody, EdD, author and former professor at the Robert Wood Johnson Medical School

This course covers many useful functions that can solve everyday problems quickly and efficiently and that are not discussed in other programming courses. It is ideal for anyone who programs in Base SAS, especially DATA step programming.

Project Manager

Maximizing Technology and Resource Investment with a BI Competency Center

NEW!

Aiman Zeid, manager and lead developer in the global IEM and Business Intelligence Competency Center Program at SAS

This course teaches you how to establish and evolve a Business Intelligence Competency Center (BICC) in your organization. This course provides an overview, guidelines for assessing your BI environment, and a roadmap to establish a BICC specific for your organization.

Statistical Analyst

Conjoint Analysis: Evaluating Consumer Preferences Using SAS® Software

Mike Patetta, statistical services specialist in the Education Division at SAS

This lecture discusses a method in marketing research called conjoint analysis that is used to analyze consumer preferences for products and services.

Discrete Choice Modeling Using SAS® Software

NEW!

Mike Patetta, statistical services specialist in the Education Division at SAS

This marketing research course shows how to design a discrete choice experiment and how to analyze discrete choice data in SAS software. Analytical advice regarding number of choice sets, the number of alternatives, and number of subjects is also given.

Fitting Tobit and Other Limited Dependent Variable Models

NEW!

Mike Patetta, statistical services specialist in the Education Division at SAS

This course illustrates how to fit Tobit models, truncated models, and sample selection models in the QLIM procedure. Tobit models are censored regression models that are used when the dependent variable has a limited distribution because of censoring.

Imputation Techniques in SAS®

Patricia Berglund, senior research associate in the Survey Methodology Program at the Institute for Social Research at the University of Michigan

Concentrating on the needs of those relatively new to the use of multiple imputation tools in SAS, this lecture provides a general introduction to using the MI and MIANALYZE procedures for multiple imputation and subsequent analyses with imputed data sets.

Introduction to Statistical Concepts: Means, Standard Deviations, Confidence Intervals, and Hypotheses Testing

F. Michael Speed, PhD, professor of statistics at Texas A&M University

Fundamental concepts needed to understand statistical analyses are covered in this lecture. The relationship among populations, population parameters, samples, and estimates is also discussed.

Introduction to Structural Equation Modeling

Werner Wotheke, PhD, principal statistician, American Institutes for Research

This lecture focuses on structural equation modeling (SEM), a statistical technique that combines elements of traditional multivariate models, such as regression analysis, factor analysis, and simultaneous equation modeling.

Making Business Decisions Using Linear Models in SAS®: A Harvard Case Study

Coming to Live Web

F. Michael Speed, PhD, and Simon Sheather, PhD, professors of statistics at Texas A&M University

This advanced course identifies the benefits and pitfalls of using statistical analyses for making business decisions. It covers practical applications of regression and analysis of covariance in a business setting using SAS® Enterprise Guide®.

Modern Multiple Comparisons and Multiple Tests Using SAS®

Peter Westfall, PhD, professor of statistics at Texas Tech University and editor of The American Statistician

This lecture covers the use of SAS for multiple comparisons in general applications, including studies with multiple outcome measures, studies with multiple group comparisons, and in combination.

Multiple Comparisons in SAS®: Classical to Modern Methods

NEW!

Peter Westfall, PhD, professor of statistics at Texas Tech University and editor of The American Statistician

Evaluate the rationale for multiple comparisons and multiple testing procedures (MCPs), the different types of MCPs, and when to use them. Students learn how to analyze data using SAS software and how to use state-of-the-art MCPs that enable nonnormal distributions, incorporate correlation structures and logical dependencies, and generally include the most powerful and flexible methods currently available.

Data Miner

Advanced Analytics for Customer Intelligence Using SAS®

NEW!

Bart Baesens, PhD, or Christophe Mues, PhD, assistant professors at the School of Management, University of Southampton (UK)

This advanced, highly interactive course will clarify how you can adopt state-of-the-art data mining techniques for complex customer intelligence applications. You will receive a sound mix of both theoretical and technical insights as well as practical implementation details, illustrated by several real-life cases.

Applying Survival Analysis for Business Time-to-Event Problems

Gordon Linoff or Michael Berry, co-founders and principal consultants, Data Miners, Inc.

This course introduces survival analysis in the context of business data mining. The focus is on understanding customer behaviors that have a time-to-event component using SAS® Enterprise Guide®.

Customer Segmentation Using SAS® Enterprise Miner™

Goutam Chakraborty, PhD, professor of marketing at Oklahoma State University

Providing theoretical knowledge and emphasizing practical skills, this hands-on course covers segmentation analysis in the context of business data mining. Topics include the theory of segmentation, as well as four main analytic tools for segmentation: hierarchical clustering, K-means clustering, RFM cell method, and SOM/Kohonen method.

Data Mining Techniques: Theory and Practice

Gordon Linoff or Michael Berry, co-founders and principal consultants, Data Miners, Inc.

Explore the inner workings of data mining techniques and how to make them work for you. Students are taken through all the steps of a data mining project, beginning with problem definition and data selection, and continuing through data exploration, data transformation, sampling, portioning, modeling, and assessment.

Exploratory Analysis for Large and Complex Programs

Coming to Live Web

Jeff Zeanah, president, Z Solutions, Inc.

This course presents perspective-changing combinations of graphics and predictive analytics in a framework that addresses the realities that an analytical staff faces in developing and presenting new exploratory findings. Complex exploratory predictive models are built with real-world data and investigated.

Exploratory Data Mining with Application to Life and Social Sciences

Patricia Cerrito, PhD, professor of mathematics at the University of Louisville

The focus of this course is on analyzing data in a variety of ways, including data visualization, association rules, clustering, and predictive modeling. Text mining is used in the context of compressing categorical data. Many examples are taken from the social sciences and from medical studies. It is particularly relevant for data in the social sciences, including open-ended survey questions, healthcare data, and data with difficult and vaguely stated outcomes.

Survival Data Mining: Predictive Hazard Modeling for Customer History Data

Robert M. Lucas, PhD, director of statistical training and technical services, SAS, based on materials created by Will Potts

This advanced course identifies the benefits and pitfalls of using survival analysis for business intelligence. Designed for data analysts, it covers both theoretical justification of various survival data mining methods and their practical implementation using SAS software.

The Art and Science of Insurance Fraud Detection

Terry Woodfield, PhD, statistical services specialist in the Education Division at SAS

Fraud costs the property and casualty insurance industry to lose over 25 billion dollars (USD) annually. This lecture uses text mining and predictive modeling to provide analytic solutions to the insurance fraud problem.

Forecaster

Introduction to Applied Econometrics

NEW!

Oral Capps, Jr., PhD, professor and holder of the Southwest Dairy Marketing Endowed Chair in the Department of Agricultural Economics at Texas A&M University

This course, the first in a series of three, focuses on the development and use of single-equation econometric models that enable analysts to better understand their economic/business landscape and improve their ability to make sound economic/business forecasts.

Modeling Trend, Cycles, and Seasonality in Time Series Data Using PROC UCM

Rajesh Selukar, PhD, research statistician at SAS

This lecture teaches students how to model, interpret, and predict time series data using UCMs. The UCM procedure analyzes and forecasts equally spaced univariate time series data using the Unobserved Components Models (UCM).

Stationarity Testing and Other Time Series Topics

Dave Dickey, PhD, professor of statistics at North Carolina State University

This lecture addresses a basic question in time series modeling and forecasting: whether a time series is nonstationary. This question is addressed by the unit root tests. One of the most common tests, the Dickey-Fuller test, is discussed in this lecture.

Market Researcher

Getting the Most Out of Testing in Direct/Internet Marketing

Goutam Chakraborty, PhD, professor of marketing at Oklahoma State University

The focus of this lecture is on one of the most important advantages that direct marketers have over traditional marketers: their ability to test and fine-tune almost any aspect of their marketing mix.

Graphical Techniques for Market Research

Mike Patteta, statistical services specialist in the Education Division at SAS

Graphical displays are very useful in marketing research because they enable marketing researchers to answer questions such as who are my customers, who are my competitors' customers, what new products should I create, and who is my target audience?

Operations Researcher

Custom Designs for Experiments

Mark Bailey, PhD, statistical services specialist in the Education Division at SAS

This lecture introduces a state-of-the-art approach to designing experiments that is based on the latest statistical theory and numerical methods. Advances in computer algorithms and hardware make this approach, once considered exotic and the domain of a few experts, available to everyone for all experiments.

Risk Management

Credit Risk Modeling Using SAS®

NEW!

Barth Baesens, PhD, or Christophe Mues, PhD, Assistant Professors at the School of Management of the University of Southampton (UK)

In this course, students learn how to develop credit risk models in the context of the recent Basel II guidelines. The course provides a sound mix of both theoretical and technical insight, as well as practical implementation details. These are illustrated by several real-life case studies and exercises.

Credit Scorecard Development and Implementation

Naeem Siddiqi, author of Credit Risk Scorecards

This business-focused course provides the necessary knowledge to plan, develop, implement, and maintain risk scorecards in-house. The course offers a high-level introduction to credit risk management and covers scorecard implementation strategies.



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CEUs Granted for SAS® Training Courses

When you successfully complete SAS training courses, you earn Continuing Education Units (CEUs). The CEU, a nationally recognized unit of measurement for continuing education courses, is defined as “10 contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction, and qualified instruction.”

CEUs give you units of measurement for professional development that can be accumulated and documented. SAS training course CEUs are accredited through the International Association for Continuing Education and Training (IA CET).

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M2009

Data Mining Conference October 26 – 27 Caesars Palace, Las Vegas



Learn the latest data mining trends from industry experts.

www.sas.com/m2009



July – December 2009 Course Schedule

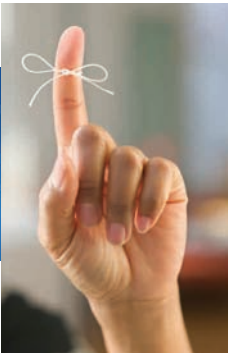
COURSES BY JOB ROLE	PRICE	LOCATION	DATE
Data Manager			
Data Cleaning Techniques	\$1,150	Seattle Austin Philadelphia	Jul 16-17 Sep 15-16 Nov 2-3
Health Care Data and the SAS® System	\$1,150	Irvine Rockville Chicago	Jul 13-14 Sep 24-25 Nov 12-13
SAS® Functions by Example	\$1,150	Philadelphia Austin Seattle	Aug 6-7 Sep 21-22 Dec 10-11
Project Manager			
Maximizing Technology and Resource Investment with a BI Competency Center	\$725	New York Cary San Francisco	Aug 25 Oct 19 Nov 13
Statistical Analyst			
Conjoint Analysis: Evaluating Consumer Preferences Using SAS® Software	\$300	Live Web	Sep 2
Discrete Choice Modeling Using SAS® Software	\$725	Live Web	Oct 15-16
Fitting Tobit and Other Limited Dependent Variable Models	\$300	Live Web	Nov 20
Imputation Techniques in SAS®	\$300	Live Web	Oct 20
Introduction to Statistical Concepts: Means, Standard Deviations, Confidence Intervals and Hypotheses Testing	\$300	Live Web	Dec 15
Introduction to Structural Equation Modeling	\$300	Live Web	Sep 25
Making Business Decisions Using Linear Models in SAS® : A Harvard Case Study	\$1,450	Irvine Chicago New York	Aug 13-14 Oct 22-23 Dec 10-11
Modern Multiple Comparisons and Multiple Tests Using SAS®	\$300	Live Web	Aug 28
Multiple Comparisons in SAS®: Classical to Modern Methods	\$2,175	Rockville Philadelphia	Jul 27-29 Oct 26-28
Data Miner			
Advanced Analytics for Customer Intelligence Using SAS®	\$2,400	Cary Las Vegas	Aug 26-28 Oct 28-29
Applying Survival Analysis for Business Time-to-Event Problems	\$1,450	Rockville Minneapolis Austin San Francisco	Jul 30-31 Sep 14-15 Nov 16-17 Dec 10-11
Customer Segmentation Using SAS® Enterprise Miner™	\$1,450	Chicago Las Vegas	Aug 20-21 Oct 28-29
Data Mining Techniques: Theory and Practice	\$2,175	Des Moines Boston Philadelphia Las Vegas Cary	Jul 14-16 Aug 10-12 Sep 30-Oct 2 Oct 28-30 Dec 2-4
Exploratory Analysis for Large and Complex Problems	\$2,175	Minneapolis Atlanta Irvine	Jul 15-17 Sep 9-11 Nov 11-13
Exploratory Data Mining with Application to Life and Social Sciences	\$2,175	Minneapolis Philadelphia	Aug 5-7 Nov 16-18
Survival Data Mining: Predictive Hazard Modeling for Customer History Data	\$2,175	Chicago Philadelphia Irvine	Jul 29-31 Oct 7-9 Dec 2-4
The Art and Science of Insurance Fraud Detection		Live Web	By Request
Forecaster			
Introduction to Applied Econometrics	\$2,175	Minneapolis New York	Sep 16-18 Nov 18-20
Modeling Trend, Cycles, and Seasonality in Time Series Data Using PROC UCM	\$300	Live Web	Nov 6
Stationarity Testing and Other Time Series Topics	\$300	Live Web	Nov 19
Market Researcher			
Getting the Most Out of Testing in Direct/Internet Marketing	\$725	Las Vegas	Oct 30
Graphical Techniques for Market Research	\$300	Live Web	Oct 30
Operations Researcher			
Custom Designs for Experiments	\$300	Live Web	Oct 30
Risk Management			
Credit Risk Modeling Using SAS®	\$3,200	Phoenix Chicago	Nov 2-5 Dec 15-18
Credit Scorecard Development and Implementation	\$1,450	Minneapolis Phoenix	Aug 13-14 Nov 12-13

Course schedule is subject to change. Visit the web for the most current information including international dates and locations.

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