

DEVELOPMENT OF THE ROLE OF BUSINESS PROCESSES AND BUSINESS ANALYSIS IN EDUCATION IN THE FIELD OF MANAGEMENT

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Abstract:

The growing combination of resources, tools and applications has deep implications in the field of management. Standard management methods do not optimally use such new elements of the business environment of a modern organization. The nature of economic change with the speed of innovation that increases with fast-growing technology, shorter product lifecycles and a higher rate of new product development.

The ability to use new methods such as business process management (BPM) and business analytics (BA), becomes a key skill in managing the organization.

BPM controls and coordinates complex activities among the process participants and software components in an organization to achieve higher performance and work quality. BA is the second component of integrated management process and it develops actionable insights through process description and the application of models and analysis against future data. BPM and BA has two key functions: to provide information or to provide recommendations and insight.

Although it seems likely the use of process management and analytical techniques will have a transformative impact on management professional education, there is still much to do in educational practice.

The purpose of this article is to describe the introduction of BPM and BA in a course for a master's degree in business analytics. We show that process and analytics are not only the buzzwords but are also relevant to management research, education and knowledge which are crucial for all who want to recombine modern management methods, complex environments and large data sets in new optimal ways.

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