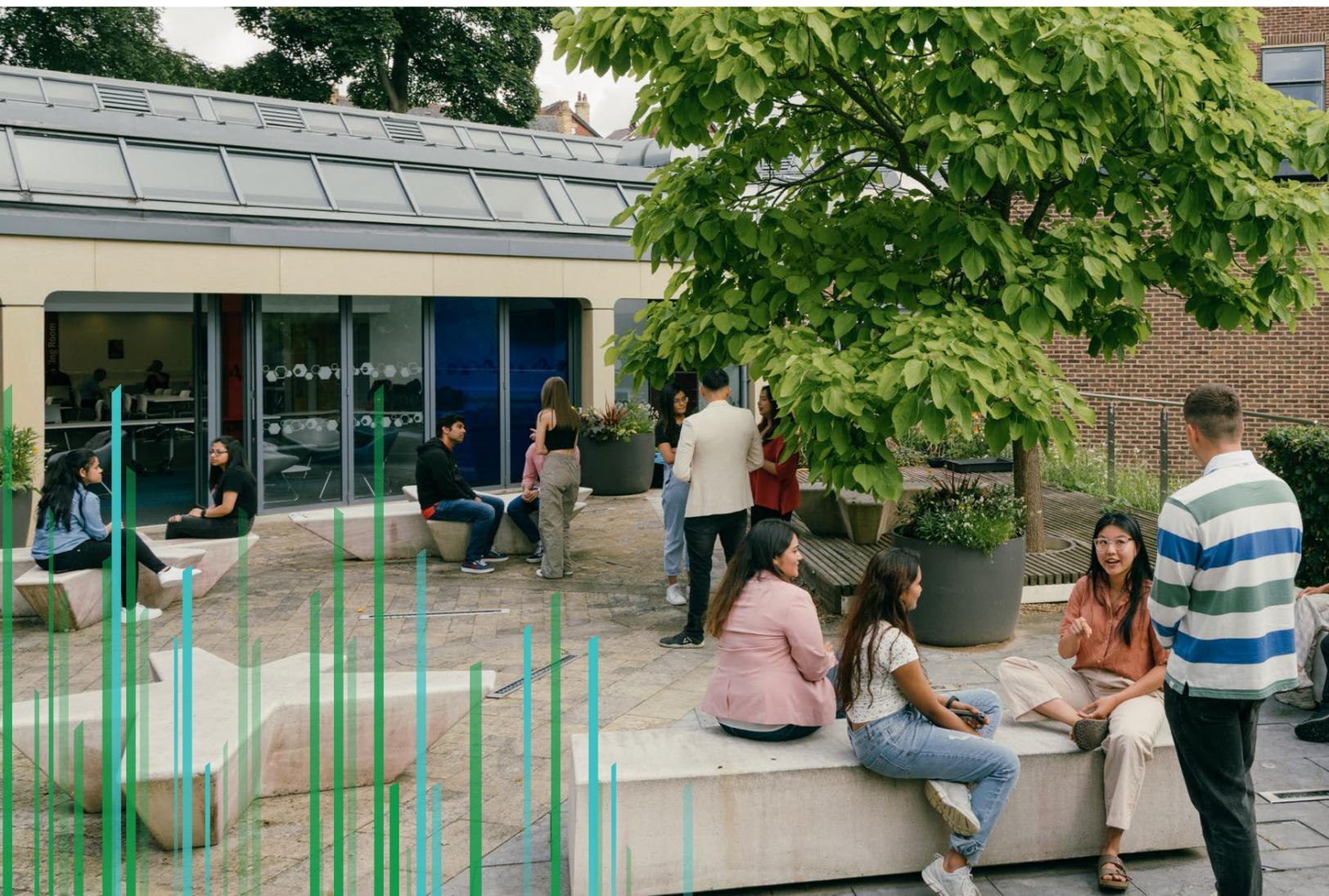




**ANALYTICS**



Sheffield University Management School works with Qlik® Academic Program to give students invaluable experience



## About the University of Sheffield

The University of Sheffield is a prestigious Russell Group institution with origins dating back to 1828 and university status granted in 1905. It comprises 20 schools organized into five main faculties and has a global reputation for research and teaching excellence, consistently ranking among the top universities in the world.

Sheffield University Management School (SUMS) works with the Qlik Academic Program to support students to scaffold their theoretical learning and gain invaluable hands-on experience of data analytics with Qlik Sense®.

“I’m in a management school where many students don’t have a highly technical background. Qlik’s ease of use is perfect.”

Dr. Terrence Perera, Module Leader (Business Intelligence and The Intelligent Organization modules), Management School, University of Sheffield



**Customer Name**  
University of Sheffield

**Industry**  
Public Sector

**Geography**  
UK, EMEA

**Function**  
IT

**Challenges**

- Enhance students’ understanding of data and analytics
- Move away from static, purely theoretical teaching
- Provide practical, hands-on experience of BI software

**Solution**

Worked with the Qlik Academic Program to provide access to both software and learning materials, enabling students to gain hands-on experience in Qlik.

**Results**

- Students gain invaluable working knowledge of Qlik
- Ease of use makes analytics available to those without IT backgrounds
- Experience gained can be applied to placements and post-study careers

## An opportunity to gain hands-on experience

Dr. Terrence Perera has more than 30 years of experience in teaching, research, and consultancy. Working at the University of Sheffield's Management School, he is also passionate about passing on his considerable expertise in business analytics to students. It's an area that he sees as essential to contemporary business management.

"I teach a module called The Intelligent Organization in our triple-accredited MBA program. It is very much about digital innovation and transformation, and business analytics," he says. "I also teach an undergraduate module called Business Intelligence, where we can have up to 70 students."

In 2020, Terrence identified a gap in the syllabus. There was a clear and growing need to give non-technical business students industry-recognized skills that were increasingly in demand in the wider world. However, students were only being shown the basics of modern analytical software, and coverage was limited.

"The major drawback was there was no practical aspect," Terrence adds. "We were just talking about business intelligence in general, showing them videos and things like that. Students never had an opportunity to actually do anything hands-on."

## A specific approach for business students

Terrence had used other business intelligence tools, but the breakthrough moment came when a colleague mentioned the Qlik Academic Program. The first step for Terrence was to try Qlik for himself.

"I found that Qlik is very easy to pick up," he recalls. "Also, I'm in a management school where most students don't have a highly technical background, so I need a specific approach to turn data into visualizations. Qlik's ease of use is perfect for that."

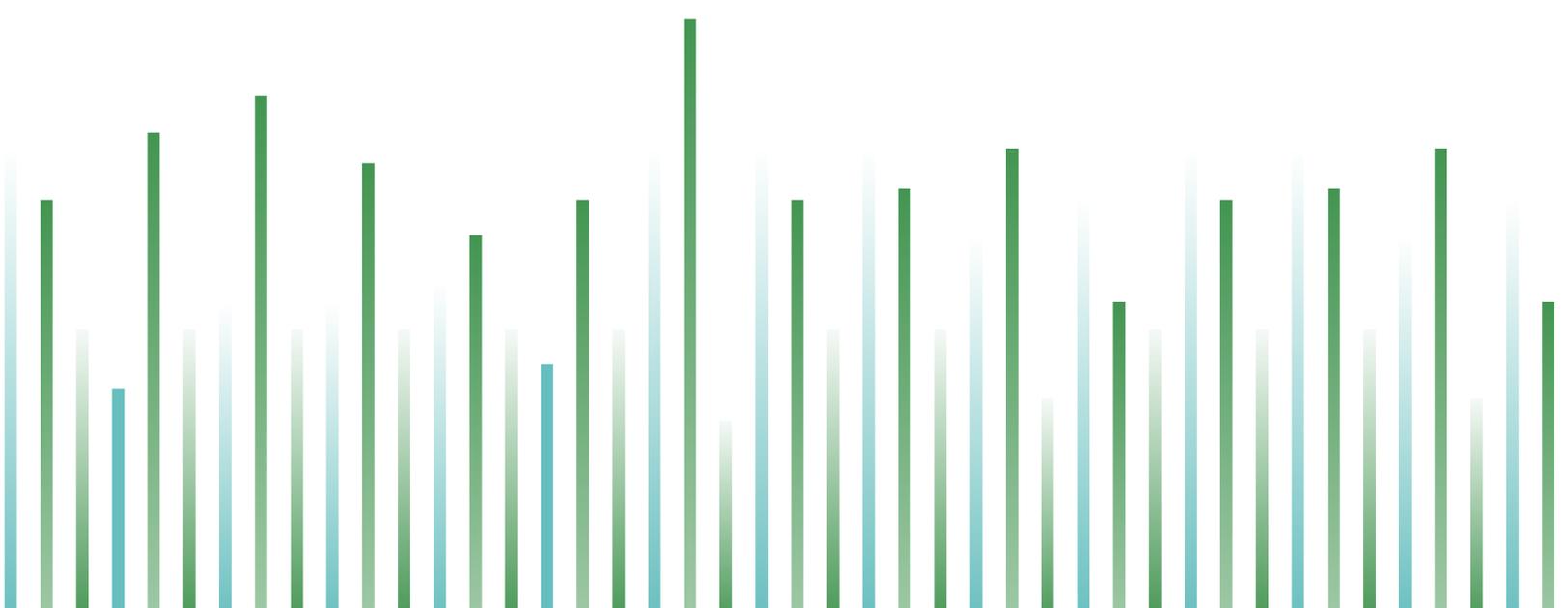
Through the Qlik Academic Program, Terrence and his students receive free, full-year access to Qlik Sense, training, and other learning resources, including the ability to earn credentials to prove their knowledge of Qlik.

Using licenses provided through the Qlik Academic Program, Terrence ran four two-hour lab sessions with Qlik, putting students in front of a dataset based on a real-world scenario.

"I focus on the retail and supply chain sectors, because they're pretty relevant to management students," he notes. "I give students the products and sales transaction records and ask them, as business owners, what information they would want and how they would visualize it. I can then explain step by step how to create a dashboard in Qlik."

Under Terrence's guidance, students can then add in more categories and segmentations, gradually increasing the complexity of the analytics and expanding the scope to drill down into the data.

"I also talk through the forecasting and prediction side, and in the most recent semester, I covered some machine learning," Terrence adds. "People are obviously realizing the importance of AI, so it's important to include that."





### Building a deeper picture

For students, it's an important first-hand insight into a business management tool that they might not have previously been familiar with. And for many, it's a pivotal part of the course program.

"Data is very much at the core of a business, and that's something a lot of people don't understand at first," says Jack Spencer, a final-year Business Management student at the University of Sheffield. "Working with Qlik allowed me to really take that data-driven approach and understand the deeper picture."

"The Business Intelligence module aligns perfectly with my interests," adds Flynn Robinson, also in his final year as a Business Management student at the University of Sheffield. "Being able to use software like Qlik, which is so applicable to the real world, was a key motivator for me."

"Qlik does a great job of taking you beyond the obvious," Jack continues. "It's an excellent way of managing that discovery phase, of building up a picture to create strategic awareness of a situation. Without that data and insight, you might end up creating more problems than you solve."

Jack and Flynn recently completed industrial internships as part of their course, and both highlight the value that an introduction to a dedicated analytics platform provided. It's a sentiment echoed by Aranza Freyre, a fellow Business Management student currently on her placement year.

"It's important to be curious and open to things like this," she notes. "Working in a classroom environment meant we could play around and experiment with Qlik, and then we could really start looking at the reasons behind the metrics."

Working with Qlik has also given the students invaluable experience they can take into their future careers.

"I want to work at consultancy firms that specialize in transformation change," Flynn says. "Qlik is very applicable to that type of environment, so it's great to have a strong foundation in it."

"I'm looking at working for an energy business, and that's one of the most volatile markets there is at the moment," Jack adds. "Working with Qlik makes you realize how important the data is, and how it needs to contribute to any decision-making process."

"Whatever area we get into, we'll need experience in tools like Qlik," says Aranza. "It's great to become familiar with it at such an early stage. I really enjoy it, too!"

### New input from industry

Terrence is now a Qlik Academic Program Educator Ambassador, and Qlik is set to play an increasing role at SUMS. This includes the MBA program and new Business Analytics masters' course.

“One of the key features of that module is to have dissertation projects with local companies,” he explains. “Qlik will be used throughout that program.”

Other plans include having Qlik colleagues visit the Management School to run a three-part seminar, as well as bringing in guest lecturers from various industries to explain how they use Qlik.

“I’ve also introduced the Qlik Academic Program to three new universities, and they’re going to add it to their programs too. I’m spreading the word,” concludes Terrence.

**Creating a data-literate world,  
one student at a time**

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## About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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