

Blue Ridge Community & Technical College Data Management

September 26, 2023

Program Summary

Blue Ridge Community and Technical College's program in Data Management, students develop expertise in designing and implementing industrial grade databases. Students gain technical knowledge about data mining, data analysis, data visualization, and data governance, quality and control, while also learning to communicate effectively in verbal and written forms and work collaboratively with a team.



Strengths & Noteworthy Practices

Data Management, like all of Blue Ridge's IT Division programs, includes a strong work-based component where students gain practical knowledge of the field alongside technical information they learn in the classroom. The Field Experience course helps students 1) understand the skills they have gained so far and communicate them to others, 2) apply classroom learning in the workplace through an internship, and 3) see clearly how to shift from college into the workforce.

A variety of activities (e.g., writing, presenting, and creating videos and emails) are used to develop Effective Communication. Grading rubrics show that students are assessed on presentation skills such as logical format, good eye contact, clear/audible voice, etc.) In other exercises, students are assessed on the completeness of responses as well as whether they are understandable and without spelling or grammatical errors. In COMM 202, students have the opportunity to give an informative speech and a persuasive speech, learning the differences between the two.

ALL students complete a Field Experience course (CGEN 292) that includes an internship alongside content such as resume preparation, interviewing, networking, and general workforce skills. Learning outcomes include the ability to describe professional behavior in a business environment, applying concepts acquired in the classroom to actual work performance, analyzing work duties, and comparing and contrasting them with classroom learning, evaluating work performance in relation to professional, ethical, and academic expectations, and producing documents and role-playing skills to professionally present oneself to potential employers.