WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER:    DBA7510

COURSE TITLE:    Business Intelligence

I. LEARNING OUTCOMES AND GOALS

GOAL A:    Become familiar with basic concepts of Business Intelligence (BI) in a contemporary
business environment.

Learning Outcomes:    The student will be able to:
A-1 Describe key components of business intelligence solutions
A-2 Identify key dependencies on the information technology infrastructure
A-3 Differentiate between business and technology drivers that influence BI solutions
A-4 Differentiate among different BI solutions used in different industries

GOAL B:    Understand the value of BI and how it can contribute to business objectives.

Learning Outcomes:    The student will be able to:
B-1 Describe from a strategic perspective, how BI solutions can help executives better manage their
businesses
B-2 Distinguish between gut decisions and informed decisions, which are based on the data, analysis,
and systematic reasoning
B-3 Identify BI’s role that link strategy to execution in order to optimize business performance
B-4 Describe key components of effective measurement: what metrics to use to ensure
implementation is on track and how to monitor them to ensure the desired outcomes are being
achieved.

Goal C:    Understand the basic concepts of Critical Thinking and demonstrate their contribution to
business objectives.

Learning Outcomes:    The student will be able to:
C-1. Apply the basic concepts of Critical Thinking (CT) in a contemporary business environment.
C-2. Demonstrate CT contribution to business objectives.
C-3. Integrate the technologies and CT processes used in delivering BI solutions.
C-4. Apply basic concepts of Critical Thinking (CT) in a contemporary business environment.
C-5. Differentiate between relevant and non-relevant data that influence CT solutions.
C-6. Analyze the impact of assumptions and individual/group biases on CT.

II. ATTRIBUTES OR RATIONALE
This course covers the key concepts and applications of business intelligence (BI) from an executive management perspective. Business and technology drivers are explained with a strong emphasis on the business perspective in order to provide students with the proper context in understanding how BI can provide business value and help executives effectively manage their businesses. An overview that includes the uses and users of business intelligence, as well as the type of applications and tools that may be deployed, help students better understand the power of business intelligence in making better informed decisions that rely on data, analysis, and systematic reasoning.

The Critical Thinking component of the Business Intelligence course, uses Business Intelligence as a vehicle to address "metacognition" or thinking about thinking. Critical thinking is an attempt to rationally think about a problem. It requires self-conscious monitoring of the process while you are doing it and an evaluation of how your strategy worked and what you learned from your thinking. We will use an 8-step process to break down critical thinking and apply the process to a Business Intelligence project.