COURSE TITLE: Business Intelligence

COURSE NUMBER: ISM 330

I. RATIONALE

This course covers the key concepts and applications of business intelligence (BI). Business and technology drivers are explained in order to provide students with the proper context in understanding how BI can provide business value and help companies use technology effectively in managing 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 business intelligence project lifecycle. Additional topics that complement the understanding and application of business intelligence such as data warehousing (DW) are introduced. Using practical examples and hands-on exercises with real life applications present an opportunity to effectively illustrate technical concepts and techniques used in BI. By providing an opportunity to gain both business and technical perspective, students are better equipped to appreciate in ways information technologies can be implemented to drive business results.

II. MAJOR INSTRUCTIONAL GOALS:

(Instructor may add goals to be included in the Basic Course Information)

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 Research topics of current interest specific to BI and Data Warehousing

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 how BI solutions can help managers better manage their businesses
B-2 Describe the high-level IS architecture required for a successful BI solution
B-3 Differentiate between business and technology drivers that influence BI solutions
GOAL C: Become familiar with project management tools and techniques as they relate to the BI project life cycle.

Learning Outcomes: The student will be able to:
C-1 Describe best practices in developing BI solutions
C-2 Identify stakeholders and differentiate among key BI users
C-3 Describe challenges, success and risk factors in delivering BI solutions

GOAL D: Gain appreciation of the technologies used in delivering BI solutions.

Learning Outcomes: The student will be able to:
D-1 Differentiate among different BI tools and applications
D-2 Identify key activities in the BI project life cycle
D-3 Design and develop a working dashboard using a real-life BI tool

III. CLASS PARTICIPATION:

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.