

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Business Intelligence and Analytics
Course Code:	2MS3010503T
Pre-requisite Course:	Fundamentals of Business management

Course Objectives:

This course is intended to apply data analytics skills to the area of business intelligence (BI). Focus is placed on the components of business intelligence project lifecycle such as project planning, BI tool selection, data modelling, ETL design, BI application design and deployment and reporting. This course is designed for individuals interested in BI practices and analysis without a detailed focus on statistical analysis and computer programming.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Business Intelligence and Analytics Overview of Business Intelligence, Introduction to Data Analytics, Introduction to Business Intelligence Life Cycle	10	20
2	Nature of Data, Statistical Modeling and Visualization Data in a Business Environment, Introduction to Statistical Modeling, Descriptive and Inferential Statistics, Approaches to Data Visualization	10	20
3	Data Warehousing, Mining Process and Methods Data Warehousing, The ETL Process, Data Mining, Processes and tools, Privacy Considerations	10	20
4	Data Visualization and Big Data Introduction: Tools and Technologies, Dashboards, Bringing the Project Together, Big Data Concepts and Tools and contemporary practices.	10	20
5	Contemporary issues and cases studies in Business intelligence and Analytics.	8	20

Text Books:

Sr. No.	Books
1	Business Intelligence, Analytics and Data Science: A Managerial Perspective -Ramesh Sharda, Dursun Delen, Efraim Turban - Pearson Fourth Edition
2	Decision support and Business Intelligence Systems, Efraim Turban, Ramesh Sharda, Dursun Delen – Pearson (Latest)

Reference Books:

Sr. No.	Books
1	Fundamental of Business Intelligence - Grossmann W, Rinderle-Ma, Springer (Latest)

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the fundamental concepts of Business Intelligence, Data Analytics, and the Business Intelligence Life Cycle.	Understand
CLO2	Analyze different types of data, apply statistical modeling techniques, and utilize data visualization approaches for business decision-making.	Analyze
CLO3	Evaluate data warehousing concepts while considering privacy and ethical concerns.	Evaluate
CLO4	Apply data visualization tools to interpret and present insights effectively.	Apply
CLO5	Examine the role of Big Data analytics, contemporary tools, and their impact on business decision-making.	Evaluate
CLO6	Demonstrate practical applications of business intelligence and analytics through case studies and contemporary industry practices.	Create

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	H							H	
CLO2		H	H						H	
CLO3	M				H					H
CLO4			H			H				M
CLO5	M						H		H	
CLO6			H					M	M	H

H: High, M: Medium, L: Low
