

## **BUSINESS INTELLIGENCE**

**Course Code: 15FE1102**

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**Course Outcomes:**

At the end of the course the student will be able to

**CO 1:** Understand the basic concepts of business intelligence and its application.

**CO 2:** Elucidate the role of business intelligence and its value chain analysis.

**CO 3:** Examine the various models of business intelligence in organisational success.

**UNIT - I: Business Intelligence an Introduction (5 Lectures)**

Introduction - Definition - History and Evolution - Business Intelligence Segments - Difference between Information and Intelligence - Defining Business Intelligence Value Chain - Factors of Business Intelligence System - Real time Business Intelligence - Business Intelligence Applications.

**UNIT - II: Essentials of Business Intelligence (5 Lectures)**

Introduction - Creating Business Intelligence Environment - Business Intelligence Landscape - Types of Business Intelligence - Business Intelligence Platform - Applications in Business Analytics - Dynamic roles in Business Intelligence - Challenges - Business Intelligence Tools - Modern Business Intelligence - Enterprise Business Intelligence - Information Workers.

**UNIT - III: Business Intelligence User Model (6 Lectures)**

Introduction - Business Intelligence Opportunity Analysis Overview - Content Management System - End User Segmentation - Basic Reporting and Querying - Online Analytical Processing - OLAP Techniques - OLAP Applications - Applying OLAP to Data Warehousing - Benefits of using OLAP – Dashboard - Key Performance Indicators - Advanced/Emerging BI Technologies - Future of Business Intelligence- Critical Challenges for Business Intelligence success.

**Text Books**

<b>S.No</b>	<b>Author</b>	<b>Title</b>	<b>Edition</b>	<b>Publisher</b>	<b>Year</b>
1	Cindi Howson	Successful Business Intelligence	2 <sup>nd</sup>	McGraw-Hill & Osborne Media	2007
2	Larissa T. Moss, Shaku Atre	Business Intelligence Roadmap	9 <sup>th</sup>	Addison Wesley	2003
3	Rajiv Sabherwal, Irma Becerra-Fernandez	Business Intelligence: Practices, Technologies, and Management	2 <sup>nd</sup>	Wiley & Sons	2011

**Reference Books**

<b>S.No</b>	<b>Author</b>	<b>Title</b>	<b>Edition</b>	<b>Publisher</b>	<b>Year</b>
1	Efraim Turban, Ramesh Sharda, Jay E. Aronson, David King	Business Intelligence: A Managerial Approach	9 <sup>th</sup>	Prentice Hall	2013
2	Graham, Benjamin	The Intelligent Investor	Revised	Harper Business	2013