Scheme of Course Work

Course Title	BUSINESS INTELLIGENCE
Course Code	15FE1102
Program	B.Tech
Prerequisites	DBMS and Management Science

Course Outcomes

1	Understand the basic concepts of business intelligence and its application.
2	Elucidate the role of business intelligence and its value chain analysis.
3	Examine the various models of business intelligence in organizational success.

Week	Topics/Contents	CO	Sample Questions	Teaching learning strategy	Assessment Method & Schedule
1	**Business Intelligence an Introduction** 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.	1	What are Business Intelligence Segments?	• Lecture • Discussion	Assignment-I/Quiz-I/Mid-I
2	**Essentials of Business Intelligence** Introduction - Creating Business Intelligence Environment - Business Intelligence Landscape - Types of Business Intelligence - Business Intelligence Platform - Applications in Business Analytics	2	What are Types of Business Intelligence?	• Lecture • Discussion	Assignment-I/Quiz-I/Mid-I
MID EXAM-I					

3	Dynamic roles in Business Intelligence - Challenges - Business Intelligence Tools - Modern Business Intelligence - Enterprise Business Intelligence - Information Workers	2	What are Enterprise Business Intelligence?	• Lecture • Discussion	Assignment-II/Quiz-II/Mid-II
3	**Business Intelligence User Model** Introduction - Business Intelligence Opportunity Analysis Overview - Content Management System - End User Segmentation - Basic Reporting and Querying - Online Analytical Processing - OLAP Techniques	3	What is End User Segmentation?	• Lecture • Discussion • Problem solving	Assignment-II/Quiz-II/Mid-II
4	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.	3	How do you apply OLAP to Data Warehousing?	• Lecture • Discussion • Problem solving	Assignment-II/Quiz-II/Mid-II
MID EXAM -II						
END EXAM						