



## **SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under section 3 of the UGC Act 1956)

**Re - accredited by NAAC with 'A' Grade**

Founder: Prof. Dr. S. B. Mujumdar, M.Sc., Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

### **Sub Committee - Specialization for Curriculum Development**

#### **Post Graduate/ Under Graduate**

Course Title: Essentials of Business Intelligence

Course Code: T3604

Number of Credits: 4

Level: 2

#### **Learning Objective/Outcome (s):**

1. To learn the insights of business decision making
2. To develop predictive model for business analysis
3. To implement case study based on finance domain using automation.

Pre-learning: Data mining and algorithms

Course Outline

| <b>Sr.No.</b> | <b>Topics</b>   | <b>Hours</b> |
|---------------|---|--------------|
| 1             | Creating Business Intelligence Environment, Need for Business Intelligence: when and why?, Components and evolution of business intelligence                        | 5            |
| 2             | Business Intelligence Life Cycle: Introduction, Business Intelligence Lifecycle, Types of Business Intelligence, Challenges of BI , BI Development Stages and Steps | 10           |
|               | The consumers of BI - The Right BI Tool for the Right User<br><br>Data -<br><br>Data quality<br><br>Right-Time Data   | 5            |

|   |   |    |
|---|---|----|
|   | Semi-structured or unstructured data  |    |
| 3 | Technologies enabling BI<br>Technologies enabling Organizational memory<br>Technologies enabling Information integration<br>Technologies enabling Insights and decision<br>Technologies enabling presentation | 5  |
| 5 | The BI Front End - Business Scorecards, Dashboards, Reports   | 5  |
| 6 | Foundation and Technologies for decision making based on Business Intelligence Platform   | 5  |
| 7 | Implementing BI Solutions case study  | 10 |
| 8 | Evaluation of some commercially available BI Products   | 5  |
| 9 | Big Data: What It Is and significance<br>Challenges and Opportunities with Big Data   | 10 |
|   |   | 60 |

Pedagogy

Case study

Tools

### **Research articles**

### **Books Recommended**

1. Making the Business Intelligence Decisions Faster
2. By Elizabeth Vitt, Michael Luckevich, Stacia Misner , Published by MicroSoft
3. Successful Business Intelligence - Cindi Howson, McGraw Hill  
Big Data: What It Is and Why You Should Care  
(<http://businessintelligence.com/white-paper-big-data-what-it-is-and-why-you-should-care/>)
4. Challenges and Opportunities with Big Data  
(<http://businessintelligence.com/white-paper-challenges-and-opportunities-with-big-data/>)
5. Business Intelligence Practices, Technology and Management
6. Rajiv Sabherwal and Irma Becerra-Fernandez, John Wiley and Sons 2011

Suggested Assessment/ Evaluation Methods

Written Exam

Case study

Assignments

Group Activities

Lab

Benchmarked against similar courses in other national/ international universities /organizations

| S. No. | Name of the Course      | Name of University where it is offered    |  |  |  |  |
|--------|-------------------------|---|--|--|--|--|
| 1      | Business Intelligence I | Symbiosis International Deemed University |  |  |  |  |
| 2      | Business Intelligence I | Symbiosis International Deemed University |  |  |  |  |
|        | Name of Members         | Prafulla Bafna                            |  |  |  |  |
|        | Designation             |   |  |  |  |  |
|        | Org. / Inst.            | SICSR                                     |  |  |  |  |
|        | Signature               |   |  |  |  |  |
|        | Name of Experts         |   |  |  |  |  |
|        | Designation             |   |  |  |  |  |
|        | Org. / Inst.            |   |  |  |  |  |
|        | Signature               |   |  |  |  |  |

Signature of Dean:

Date: