



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)

(Established under section 3 of the UGC Act 1956, by notification No.F.9-12/2001-U3 Government of India)

Sub Committee for Curriculum Development

Course Name: Business Intelligence II

Course Code: T3073

(UG/PG): PG

Number of Credits: 3

Level: 5

Learning Objective(s): Business intelligence, or BI, is an umbrella term that refers to a variety of software applications used to analyze an organization's raw data. BI as a discipline is made up of several related activities, including data mining, online analytical processing, querying and reporting. BI technologies provide historical, current and predictive views of business operations. BI consistently rates at the top of companies' investment priorities.

Companies use BI to improve decision making, cut costs and identify new business opportunities. BI is more than just corporate reporting and more than a set of tools to coax data out of enterprise systems. CIOs use BI to identify inefficient business processes that are ripe for re-engineering. With today's BI tools, business people can jump in and start analyzing data themselves, rather than wait for IT to run complex reports. This democratization of information access helps users back up—with hard numbers—business decisions that would otherwise be based only on gut feelings and anecdotes.

Pedagogy:

Lectures
Class work discussion
Case studies

Pre-learning: DBMS, Data Modeling, Data Warehouse, BI I

Course Outline:

Sr.No.	Topic	Hours
1	Components of BI Architecture	5
2	The consumers of BI - The Right BI Tool for the Right User	4
3	Data: Data quality Right-Time Data Semi-structured or unstructured data	3
4	Technologies enabling BI Technologies enabling Organizational memory Technologies enabling Information integration Technologies enabling Insights and decision Technologies enabling presentation	4
5	On Line Analytic Processing: Dimensional Modeling Concepts and terminology in BI environment Dimensional Model Design Techniques Dimensional Modeling Process	6
6	Data mining, Text mining, Predictive analytics and Prescriptive analytics. : Mining Model Algorithms - Decision Trees, Clustering, Naïve Bayes, Time Series, Association, Sequence Clustering, Neural Network, Linear Regression, Logistic Regression	8
7	Create a BI Project using MS SQL Server 2012 or later – BI Edition	8
8	Business intelligence and data warehousing	7
	Total	45

Books Recommended:

1. Making the Business Intelligence Decisions Faster
By Elizabeth Vitt, Michael Luckevich, Stacia Misner , Published by MicroSoft
2. Business Intelligence Practices, Technology and Management
Rajiv Sabherwal and Irma Becerra-Fernandez, John Wiley and Sons 2011
3. Successful Business Intelligence - Cindi Howson, McGraw Hill
4. Business Intelligence RoadMap –
Larissa T. Moss and Shaku Atre, Addison-Wesley
5. Dimensional Modeling: In a Business Intelligence Environment
Chuck Ballard, Daniel M. Farrell, Amit Gupta, Carlos Mazuela, Stanislav Vohnik
IBM RedBooks www.ibm.com/redbooks
6. 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/>)
7. Challenges and Opportunities with Big Data
(<http://businessintelligence.com/white-paper-challenges-and-opportunities-with-big-data/>)
8. Mobile Business Intelligence and Analytics (<http://businessintelligence.com/white-paper-mobile-business-intelligence-and-analytics/>)

Suggested Evaluation Methods:

Written Exam
Case study
Assignments
Group Activities

Parallel/Similar courses the existing curriculum:

S.No.	Name of the course	Institute where it was offered

Name of Member	Vijay Shrotriya				
Designation	Visiting Faculty				
Org. / Inst.					
Signature					

Name of the Expert:

Signature:

Date:

