



KINGDOM OF SAUDI ARABIA
 IMAM MOHAMMAD IBN SAUD ISLAMIC UNIVERSITY
 COLLEGE OF COMPUTER AND INFORMATION SCIENCES
 INFORMATION SYSTEMS DEPARTMENT
 BACHELOR IN INFORMATION SYSTEMS



المملكة العربية السعودية
 جامعة الإمام محمد بن سعود الإسلامية
 كلية علوم الحاسب والمعلومات
 قسم نظم المعلومات
 بكالوريوس نظم المعلومات

SYLLABUS

IS 442: Business Intelligence

PREREQUISITE	IS336 (Project Management)	CREDIT HOURS	3
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Instructor: Dr. Saleha AlOtaibi
Contact information and office hours
Office No: 2A-321
Office Hours: Tuesday, Wednesday from 9:10 to 10:00 a.m.
E-mail: sfosimi@imamu.edu.sa

COURSE DESCRIPTION
<p>This course provides an introduction to the concepts of business intelligence (BI) as components and functionality of information systems. It explores how business problems can be solved effectively by using operational data to create data warehouses, and then applying data mining tools and analytics to gain new insights into organizational operations. Detailed discussion of the analysis, design and implementation of systems for BI, including: the differences between types of reporting and analytics, enterprise data warehousing, data management systems, decision support systems, knowledge management systems, big data and data/text mining.</p>

COURSE LEARNING OUTCOMES (CLOs)		Aligned SOs
1	Knowledge and Understanding	
1.1	<i>Understand the key concepts and current practices of business intelligence</i>	1(I)
1.2	<i>Outline decision support models, methods, and technologies</i>	1(I)
2	Skills :	
2.1	<i>Demonstrate skills related to the BI technology in data preparation and analysis.</i>	1(P)
2.2	<i>Apply business intelligence tools and algorithm to optimize and solve problems</i>	1(P)
3	Values:	
3.1	<i>Function effectively on teams to accomplish a common goal.</i>	5(P)
3.2	<i>Present a topic in a compelling manner.</i>	3(P)



TEACHING Strategies	
Lectures Class Discussions Self-study	

No	List of Topics	Contact Hours
1	<i>An overview of business intelligence, business analytics and decision support</i>	4
2	<i>Business Analytics: descriptive, predictive and prescriptive</i>	4
3	<i>Foundations and technologies for decision making</i>	4
4	<i>Data warehousing fundamentals</i>	4
5	<i>Business reporting and visual analytics</i>	4
6	<i>Business performance measurement</i>	4
7	<i>Text Analytics, text mining and sentiments analysis</i>	4+1
8	<i>Web Analytics, web mining and social analytics</i>	3+2
9	<i>Business Analytics: emerging trends and future impacts</i>	2+3
10	<i>Presentations and discussions</i>	3
Total		36+6(SL)

TEXT BOOK
Business Intelligence and Analytics: Systems for Decision Support Authors: Sharda, Delen, Turban

REFERENCES

Course Assessment Methods			
No	Assessment Method	Due Week	% Total Assessment
1	Quiz	4	10
2	Assignment	6	10
3	Midterm	8	20
4	Project / Lab Exam	11	20
5	Final Exam	13	40