



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

IS1357: Business Intelligence

CREDIT HOURS	3 credit hours (Lectures: 3)	PREREQUISITE	IS1340
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Instructor:
Contact information and office hours
Office No: To be announced (TBA)
Office Hours: TBA
E-mail: _____@imamu.edu.sa

COURSE DESCRIPTION
This course is designed to introduce students to business intelligence concepts and provide students with an understanding of data analytics and visualization along with associated techniques and their benefits to organizations of all sizes. It provides students with various problem-solving skills and knowledge of various techniques / tools / methods, to implement BI and Analytics solutions.

COURSE LEARNING OUTCOMES (CLOs)		Aligned SOs
1	Knowledge and Understanding	
1.1	Understand the key concepts and current practices of business intelligence	1(I)
1.2	Outline decision support models, methods, and technologies	1(I)
1.3		
1.4		
1.5		
2	Skills :	



2.1	Demonstrate skills related to the BI technology in data preparation and analysis.	1(P)
2.2	Apply business intelligence tools and algorithm to optimize and solve problems	1(P)
2.3		
2.4		
2.5		
3	Values:	
3.1	Function effectively on teams to accomplish a common goal.	5(P)
3.2	Present a topic in a compelling manner.	3(P)
3.3		
3.4		
3.5		

TEACHING Strategies
Lectures Self-Learning

No	List of Topics	Contact Hours	Self-Learning
1	An overview of business intelligence, business analytics and decision support	3	
2	Business Analytics: descriptive, predictive and prescriptive	6	
3	Foundations and technologies for decision making	3	
4	Data warehousing fundamentals	3	
5	Business reporting and visual analytics	3	2
6	Business performance measurement	3	
7	Text Analytics, text mining and sentiments analysis	3	2
8	Web Analytics, web mining and social analytics	3	2
9	Business Analytics: emerging trends and future impacts	6	
10	Presentations and discussions	3	
11			
12			
Total		36	6

TEXT BOOK
Successful Business Intelligence, Second Edition, 2nd Edition by Cindi Howson



Released November 2013
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ISBN: 9780071809191

REFERENCES

Course Assessment Methods			
No	Assessment Method	Due Week	% of Total Assessment
1	Quiz	4	10
2	Assignment	9	10
3	Midterm	7	20
4	Project / Lab Exam	11	20
5	Final Exam	13	40