



Information Systems Department

Course Syllabus

IS442 – Business Intelligence

Catalog Description: This course introduces to the students the concepts of Business Intelligence, Design, Implementation and Integration of Business Intelligence Techniques, Data Warehouse, OLAP, Data and Text Mining and Data Visualization.

Credit Hours: 3 Credit hours: 3 Lectures per week 0 Labs. per week 0 Recitation per week

Prerequisites: IS336

Course Learning Outcomes:

1. Describe prediction, forecasting and clustering methods to assist with business modelling problems.
2. Use tools and techniques which aid the specification, design and implementation of a business intelligence project incorporating analytics to extract useful information from complex business data.
3. Develop an effective, original business analytics solutions to address a real-world problem
4. Function effectively on teams to accomplish a common goal.
5. Communicate effectively in oral and written form.

Major Topics:

- Introduction to Business Intelligence
- Design, Implementation and Integration of Business Intelligence Techniques
- Data Warehouse, OLAP, Data and Text Mining and Data Visualization.
- Project Discussions



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Text Books: Business Intelligence (2nd Edition) 2nd Edition by Efraim Turban , Ramesh Sharda , Dursun Delen , David King , ISBN-13: 978-0136100669, ISBN-10: 013610066X

Grading: Ⓞ The grading scale for this course is:

- 95 - 100 A+ Passing
- 90 - 94 A Passing
- 85 - 89 B+ Passing
- 80 - 84 B Passing
- 75 - 79 C+ Passing
- 70 - 74 C Passing
- 65 - 69 D+ Passing
- 60 - 64 D Passing
- 0 - 59 F Failing

Ⓞ Final grades will be determined based on the following components:

- . 60% Semester Work
- . 40% Final Exam

Ⓞ Students may not do any additional work for extra credit nor resubmit any graded activity to raise a final grade.

Ⓞ Late submissions will not be accepted for any graded activity for any reason.

Ⓞ Students have one week to request the re-grading of any semester work.

Attendance Policy:

Students should attend 80% of the overall course hours taught in the semester as per the University regulations.

If a student fails to achieve this portion, he/she shall not be allowed to appear in the final exam and shall be awarded “DN” grade and repeat the course.

Cheating and Plagiarism Policy:

The instructor will use several manual and automated means to detect cheating and/or plagiarism in any work submitted by students for this course.

When a student is suspected of cheating or plagiarism, the instructor raises the issue to the disciplinary committee.



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Communications: Registered students will be given access to a section of the Learning Management System (LMS) for this course. LMS will be used as the primary mechanism to disseminate course information, including announcements, lecture slides, assignments, and grades.

Communication with the instructor on issues relating to the individual student should be conducted using CIS email, via telephone, or in person.