CS-605 (BIS)
Business Intelligence
COURSE DESCRIPTION

Department, Number	CS-605	Course Title	**Business Intelligence**
Semester Hours		Course Coordinator	Dr. Tin Tin Htar

Current Catalog Description

-Learn to develop and align digital business strategies for products, marketing and operations.
-Learn to apply data **analytics** skills to the area of **business intelligence** (**BI**). Focus is placed on the components of **business intelligence** project lifecycle such as project planning, **BI** tool selection, data modelling, ETL design, **BI** application design and deployment and reporting.

References:

Digital Business and E-Commerce Management by Dave Chaffey
Business Intelligence and Analytics by Drew Bentley

Course Outcomes

-Students should be able to discuss modern computing infrastructure from the perspective of the internet and organizations. They would have the knowledge of theoretical and practical issues of conducting business over the internet and Web. Also gain the general principles revealed through practical exploration of specific tools, techniques and methods in e-business.
-Students should be able to identify the different types of change that need to be managed for e-commerce, to develop an outline plan for implementing e-commerce change and to describe alternative approaches to organizational structure resulting from organizational change.

Major Topics Covered in the Course

1. Change management
2. Analysis and design
3. Digital business service implementation and optimization
4. Introduction to Business Intelligence
5. Analytics: A Comprehensive Study
6. Market Research: An Integrated Study
7. Essential Aspects of Business Intelligence
8. Operational Intelligence: Technological Components

Grading Procedures: (First Semester)

Your performance in this class will be evaluated using your scores for attendance, assessments/quiz, tutorials/assignments and examination.

Assessment Plan for the Course (Second Semester)

	Business Application Area
Attendance	10%
Quiz	10%
Tutorial /Assignment	30%
Exam	50%