



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

BUSINESS INTELLIGENCE								
III Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBE39	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 45			
Prerequisite: Management of Information Systems								
SDGs Mapped: SDG 9 (Industry, Innovation and Infrastructure), SDG 4 (Quality Education)								

I. COURSE OVERVIEW:

This course imparts knowledge for students are designed to equip aspiring business leaders with the essential knowledge and skills to harness the power of data for strategic decision-making, informed insights, and sustainable organizational growth. In today's dynamic business landscape, the ability to transform raw data into actionable intelligence is a critical skill for effective management and leadership. This course offers a comprehensive exploration of business intelligence concepts, tools, techniques, and their integration within modern business contexts.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The data ware housing, data mining for business intelligence.
- II. The business rules and data mining for business intelligence.
- III. How data-processing machines used for auto-abstracting and auto-encoding of documents.
- IV. The timeliness and quality of inputs to the decision process.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Recall the fundamental concepts and principles of business intelligence with sources of data within an organization.
- CO2 Contrast fundamental concepts and principles of business intelligence.
- CO3 Describe the role of data warehousing in supporting business intelligence
- CO4 Apply data visualization tools to create informative and interactive dashboards.
- CO5 Analyze case studies involving in business intelligence.
- CO6 Evaluate the ethical and legal implications of business intelligence practices.

IV.COURSE CONTENT:

MODULE – I: INTRODUCTION TO BUSINESS INTELLIGENCE (10)

The business pressure, responses and support model, definition of business intelligence, architecture of business intelligence, styles of business intelligence, vents driven alerts, a cyclic process of intelligence creation. The value of business intelligence, value driven and information use, performance metrics and key performance indicators, horizontal use cases for business intelligence.

MODULE - II: DATA WARE HOUSING (10)

Definitions and concepts, data ware housing process an innovation, data warehousing Implementation, data warehousing administration, security issues and future trends. Business performance management, overview strategic plan, monitor, performance measurement, business performance management methodologies, business performance management techniques, performance dashboard and scorecards.

MODULE - III: DATA MINING FOR BUSINESS INTELLIGENCE (05)

Data mining concepts and definitions, data mining applications, artificial neural networks for data mining. Text and web mining, natural language processing.

Text mining applications, text mining process, tools, web mining overview, web content overview, web structure mining, web usage mining.

MODULE - IV: BUSINESS RULES (10)

The value preposition of business rules, business rules approach, business rule system sources of business rules and management approach.

MODULE - V: BUSINESS INTELLIGENCE IMPLEMENTATION (10)

Business intelligence and integration implementation, connecting in business intelligence systems, issues of legality, privacy and ethics, social networking and business intelligence.

V.TEXT BOOKS:

1. U.Dinesh Kumar, “Business Analytics”, Wiley, 2017.
2. Laursen, Thorlund, “Business Analytics for Managers”, 2nd Ed., Wiley, 2017.
3. Sahil Raj, “Business Analytics”, 3rd Ed., Cengage Learning, 2015
4. Albright, Winston, “Business Analytics - Data Analysis and Decision Making”, 5th Ed., Cengage Learning, 2015.
5. Jac Fitz, Mattox II, “Predictive Analytics for Human Resources”, 3rd Ed., Wiley, 2015

VI. REFERENCE BOOKS:

1. Philo Janus, Stacia Misner, “Building Integrated Business Intelligence Solutions with SQL Server”, TMH, 1st Edition, 2011.
2. Nina God bole and Sunlit Belpre, “Cyber Security”, Wiley India, 2nd Edition, 2012.

VII. WEB REFERENCES:

1. <http://www.redbooks.ibm.com/redbooks/pdfs/sg245415.pdf>
2. <http://www.win.tue.nl/~mpechen/courses/TIES443/handouts/lecture02.pdf>

VIII. E-TEXT BOOKS:

1. <http://bookboon.com/en/making-the-most-of-big-data-ebookFreemanagementebooks.com>
2. <http://download.101com.com/tdwi/ww24/whatworks24digitaledition.pdf>