

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
1	MBA-441	Business Intelligence & Applications	Elective	4	4	0	0	30	70	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Appreciate the role of business Intelligence for deriving competitive advantage.
CO2	Articulate different BI theories and strategies.
CO3	Explore different elements and frameworks of Business Intelligence in enterprise settings.
CO4	Analyze the Business Intelligence Framework.
CO5	Apply the concepts of Business Intelligence in Various sectors.

Detailed Syllabus

Unit I:

Business Intelligence: Introduction, Meaning, Purpose and Structure of Business Intelligence Systems. Business Intelligence segments, difference between information and Intelligence, defining business intelligence value chain, factors of business intelligence system, Real Time business intelligence.

Unit II:

Business intelligence Essentials- Introduction, creating business intelligence Environment, business intelligence landscape, Type business intelligence, business intelligence platform, Dynamic roles in business intelligence, Roles in business intelligence modern business, Challenges of business intelligence.

Unit III:

The Business intelligence Framework- Introduction, Multiplicity of business intelligence tools, types of business intelligence tools, mod business intelligence, the Enterprise business intelligence information workers.

Unit IV: Business Intelligence Life Cycle- Introduction, business intelligence lifecycle, Enterprise Performance Life Cycle (EPLC), Framework elements, Life cycle phases, Human factors in business intelligence implementation, business intelligence strategy. business revolution.

Unit V: Case Analysis: Business Intelligence Case Studies in different Sectors.

Note: Hands on Training on Power BI shall be provided as a part of this curriculum.

Textbooks

S. No	Name of the Suggested Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	The Profit Impact of Business Intelligence	Steve Williams, Nancy Williams	Morgan Kaufmann	1st Edition, (2010)
2	Successful Business	Cindi Howson	John Wiley & Sons.	2 nd Edition (2013)

Reference Books

S. No	Name of the Suggested Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Decision Support and Business Intelligence Systems	Efraim Turban, Ramesh Sharda, Dursun Delen	Pearson	9 th Edition (2011)