COURSE HANDOUT

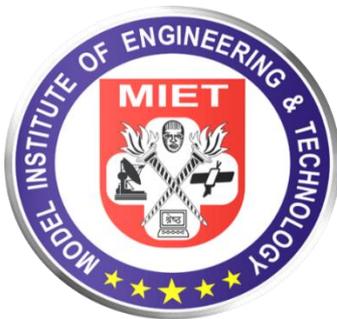BUSINESS INTELLIGENCE AND APPLICATION (MBA-441)

MBA-IV SEMESTER

ACADEMIC YEAR (2023-24)

Mr. Karan Khajuria

Assistant Professor

School of Management

School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

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
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-IV
Case Analysis: Business Intelligence Case Studies in different Sectors.

Textbooks

S.No	Name of the Books	Name of the 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.	2nd Edition (2013)

Reference Books

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

COURSE PLAN		
Unit-I Introduction to Managerial Economics		
S.No	**Topics**	**Recommended Books / URLs**
1	Introduction, Meaning, Purpose of BI	https://www.youtube.com/watch?v=t-rN8vKUz1g https://financesonline.com/purpose-business-intelligence-business/
2	Structure of Business Intelligence Systems	https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/
3	Structure of Business Intelligence segment.	https://www.techtarget.com/searchbusinessanalytics/definition/business-intelligence-architecture https://www.cms.gov/tra/Application_Development/AD_0380_Business_Intelligence_Architecture.htm https://www.sciencedirect.com/science/article/pii/S1877050922000485 https://www.youtube.com/watch?v=2EQK7y0dtY4
4	Difference Between Information and Intelligence	https://www.differencebetween.com/diffe rence-between-information-and-vsintelligence/
5	Define Business Value Chain	https://www.youtube.com/watch?v=t-rN8vKUz1g https://financesonline.com/purpose-business-intelligence-business/
6	Factors of Business Intelligence system	https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/
7	Real time Business Intelligence	https://www.researchgate.net/publication/4245759_Real_Time_Business_Intelligence_for_the_Adaptive_Enterprise https://dbc.wroc.pl/Content/22548/Ziora_The_Concept_Of_Real_Time_Bussines.pdf https://en.wikipedia.org/wiki/Real-time_business_intelligence
Unit-II Business intelligence Essentials		
8	Introduction, creating business intelligence Environment.	https://en.wikipedia.org/wiki/Business_intelligence https://www.ibm.com/docs/en/order-management-sw/10.0?topic=reports-overview-business-intelligence https://www.youtube.com/watch?v=ceeiUAmbfZk
9	Business intelligence landscape	https://www.gartner.com/reviews/market/analytics-business-intelligence-platforms https://mitsloan.mit.edu/press/how-companies-and-organizations-can-gain-analytics-edge-2023-and-

		beyond https://m.youtube.com/watch?v=hDJdkcdG1iA
10	Type of business intelligence	https://www.tbii.org.mx/ https://www.forbes.com/sites/sisense/2021/10/15/welcome-to-the-next-generation-of-business-intelligence/ https://www.youtube.com/watch?v=_YX89ZO0wpE
11	Business intelligence platform	https://www.tbii.org.mx/ https://www.sisense.com/glossary/business-intelligence/
12	Dynamic roles in business intelligence	https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/ https://www.youtube.com/watch?v=JLwWZyL1vzY
13	Roles of business intelligence in modern business – Part-01	https://www.tbii.org.mx/
14	Roles of business intelligence in modern business- Part-02	https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/ Business Intelligence Roles and Responsibilities
15	Challenges of business intelligence	https://www.velvetech.com/blog/bi-challenges/ https://www.instinctools.com/blog/business-intelligence-challenges-our-experts-faced-and-overcame/ https://www.youtube.com/watch?v=6ZjKjKjKjKj
Unit-III The Business intelligence Framework		
16	Introduction, Multiplicity of business intelligence tools part-01	https://study.com/learn/business-intelligence.html https://www.youtube.com/watch?v=6ZjKjKjKjKj
17	Introduction, Multiplicity of business intelligence tools part-02	https://www.instinctools.com/blog/business-intelligence-challenges-our-experts-faced-and-overcame/ https://www.youtube.com/watch?v=6ZjKjKjKjKj
18	Types of business intelligence tools part-01	https://www.g2.com/categories/business-intelligence-tools https://www.datasciencecentral.com/profiles/blogs/the-different-types-of-business-intelligence-tools
19	Types of business intelligence tools part-01	https://www.youtube.com/watch?v=6ZjKjKjKjKj
20	Modern business intelligence	https://www.datapine.com/blog/modern-business-intelligence-definition-benefits-and-challenges/
21	The Enterprise business intelligence information workers	https://www.sisense.com/glossary/modern-business-intelligence/ https://www.youtube.com/watch?v=6ZjKjKjKjKj
Unit-IV Business Intelligence Life Cycle		
22	Introduction, business intelligence lifecycle	https://www.forbes.com/sites/forbesagencycouncil/2023/08/29/the-power-of-business-intelligence-and-how-to-put-it-into-practice/ https://www.youtube.com/watch?v=Hg8zBJ1DhLQ
23	Enterprise Performance Life Cycle (EPLC) part-01	https://www.cisa.gov/resources-tools/services/enterprise-performance-life-cycle-eplc-compliance

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		https://chandoo.org/wp/powerbi/
24	Enterprise Performance Life Cycle (EPLC) part-02	https://support.microsoft.com/en-us/office/create-a-chart-from-start-to-finish-0baf399e-dd61-4e18-8a73-b3fd5d5680c2 https://www.youtube.com/watch?v=jX41EO6j7Ds
25	Framework elements	https://www.selecthub.com/business-intelligence/business-intelligence-concepts/ https://theecmconsultant.com/what-is-the-business-intelligence-cycle/ https://m.youtube.com/watch?v=jtCsoEw3Ykg
26	Life cycle phases	
27	Human factors in business intelligence implementation	https://sloanreview.mit.edu/topic/analytics-business-intelligence/ https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/ https://m.youtube.com/watch?v=nouHNQWtbN0
28	Business intelligence strategy. business revolution	https://www.mckinsey.com/industries/public-sector/how-we-help-clients/digital-and-analytics https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/ https://m.youtube.com/watch?v=nouHNQWtbN0 https://m.youtube.com/watch?v=jtCsoEw3Ykg
Unit-V Case Studies in different sectors		
29	Introduction to Business Intelligence Case Studies	Harvard Business Review: https://hbr.org/2020/02/are-you-using-your-data-or-just-collecting-it MIT Sloan Management Review: https://sloanreview.mit.edu/topic/analytics-business-intelligence/
30	BI Case Studies in Retail	https://www.forbes.com/sites/forbestechcouncil/2023/06/06/how-analytics-make-for-a-smarter-retail-business/
31	BI Case Studies in Healthcare	https://www.brief.health/categories/healthcare-it-news-business-intelligence/
32	BI Case Studies in Healthcare	https://www.healthcareitnews.com/news/business-intelligence-healthcare-challenges-and-benefits https://www.brief.health/categories/healthcare-it-news-business-intelligence/ https://www.investopedia.com/terms/b/business-intelligence-healthcare.asp
33	BI Case Studies in Retail	https://www.mckinsey.com/industries/retail/our-insights https://m.youtube.com/watch?v=jtCsoEw3Ykg

ADDITIONAL WEB RESOURCES

Save Paper
Save Trees
Save the World

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1.	Harvard Business Review: https://hbr.org/2020/02/are-you-using-your-data-or-just-collecting-it
	MIT Sloan Management Review: https://sloanreview.mit.edu/topic/analytics-business-intelligence/
2.	YouTube Video: "Business Intelligence Case Studies: Best Practices" by Decision First Intelligence: https://www.youtube.com/watch?v=qB0vspslPn4

GRADING AND ASSESSMENT

- **Sessional Test**: 15 marks
- **Assignment**: 10 marks
- **Attendance**: 5 marks
- **Final Examination**: 70 marks

COURSE POLICIES

- **Attendance**: Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity**: MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions**: Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**

  Monday (12:55 PM - 01:45 PM)
  Thursday (12:55 PM - 01:45 PM)

- **Contact Information**
  karan.cse@mietjammu.in

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