



Lesson Plan No. 1.1	Course Name: Business Intelligence & Applications Topic: Introduction, Meaning, Purpose of Business Intelligence	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> • Define Business Intelligence (BI) and its significance. • Understand the purpose of implementing BI in organizations. • Recognize key components of BI systems.
Teaching Aids (if any)	<ol style="list-style-type: none"> 1. Power Point Presentation 2. Online contents 3. Whiteboard 4. Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Begin with a brief definition of Business Intelligence. • Highlight the relevance of BI in today's business landscape. • Share a real-world example of how BI has impacted a company positively. <p>2. Development (30 minutes)</p> <p>Understanding Business Intelligence:</p> <ul style="list-style-type: none"> • Definition and Components • Historical Evolution of BI • Importance in Decision-Making <p>Purpose of Business Intelligence:</p> <ul style="list-style-type: none"> • Improving Decision-Making • Gaining Competitive Advantage • Enhancing Operational Efficiency <p>Components of Business Intelligence:</p> <ul style="list-style-type: none"> • Data Warehousing • Data Mining • Reporting and Querying <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these. 2. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading</p> <p>https://www.youtube.com/watch?v=t-rN8vKUz1g</p> <p>https://financesonline.com/purpose-business-intelligence-business/</p> <p>https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</p>
Evaluation	<ol style="list-style-type: none"> 1. Reflective Questions (What, why, Who?). Allow students to answer.



Reflective Questions:

- What is the primary purpose of Business Intelligence?
- Name two key components of a BI system.
- How does BI contribute to gaining a competitive advantage?



Lesson Plan No. 1.2	Course Name: Business Intelligence & Applications Topic: Introduction, Meaning, Purpose of Business Intelligence	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> Define Business Intelligence and its core components. Identify the significance of BI in decision-making processes. Analyze real-world applications of BI.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Online contents Whiteboard Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> Begin with a short video clip illustrating the impact of BI in a business setting. Discuss the role of BI in transforming raw data into actionable insights. <p>2. Development (30 minutes)</p> <p>Understanding Business Intelligence:</p> <ul style="list-style-type: none"> Definition and Components Historical Evolution of BI Importance in Decision-Making <p>Purpose of Business Intelligence:</p> <ul style="list-style-type: none"> Improving Decision-Making Gaining Competitive Advantage Enhancing Operational Efficiency <p>Components of Business Intelligence:</p> <ul style="list-style-type: none"> Data Warehousing Data Mining Reporting and Querying <p>3. Exercise (5 minutes) –</p> <p>- Ask students about the discussed concept in the session.</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from Students on these. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading</p> <p>https://www.youtube.com/watch?v=t-rN8vKUz1g</p> <p>https://financesonline.com/purpose-business-intelligence-business/</p> <p>https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</p>
Evaluation	<ol style="list-style-type: none"> Reflective Questions (What, why, Who?). Allow students to answer. <p>Reflective Questions:</p>



	<ul style="list-style-type: none">• What is the primary purpose of Business Intelligence?• Name two key components of a BI system.• How does BI contribute to gaining a competitive advantage?
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Lesson Plan No. 1.3	Course Name: Business Intelligence & Applications Topic: Structure of Business Intelligence Systems, Business Intelligence Segment	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> • Understand the components and architecture of Business Intelligence (BI) systems. • Explore the various segments within the field of Business Intelligence. • Analyze the importance of each segment in BI systems.
Teaching Aids (if any)	<ol style="list-style-type: none"> 1. Power Point Presentation 2. Online contents 3. Whiteboard 4. Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Define the structure of Business Intelligence systems and its role in organizations. • Highlight the significance of BI segments in decision-making processes. • Share a brief case study showcasing the impact of a well-structured BI system. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> • Components of BI Systems: <ul style="list-style-type: none"> • Data Sources and Integration • Data Warehousing • Data Analysis and Reporting • Business Intelligence Segments: <ul style="list-style-type: none"> • Descriptive Analytics • Predictive Analytics • Prescriptive Analytics • Importance of BI Segments: <ul style="list-style-type: none"> • Enhancing Decision-Making • Improving Forecasting Accuracy • Guiding Strategic Planning <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.2. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading</p> <p>https://www.techtarget.com/searchbusinessanalytics/definition/business-intelligence-architecture</p> <p>https://www.cms.gov/tra/Application_Development/AD_0380_Business_Intelligence_Architecture.htm</p> <p>https://www.sciencedirect.com/science/article/pii/S1877050922000485</p> <p>https://www.youtube.com/watch?v=2EQK7y0dtY4</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, why, Who?). Allow students to answer. <p>Reflective Questions:</p> <ul style="list-style-type: none">• Name three components of Business Intelligence systems.• What is the primary focus of predictive analytics in BI?• How does BI segmentation contribute to strategic planning?



Lesson Plan No. 1.4	Course Name: Business Intelligence & Applications Topic: Structure of Business Intelligence Systems, Business Intelligence Segment	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> • Understand the components and architecture of Business Intelligence (BI) systems. • Explore the various segments within the field of Business Intelligence. • Analyze the importance of each segment in BI systems.
Teaching Aids (if any)	<ol style="list-style-type: none"> 1. Power Point Presentation 2. Online contents 3. Whiteboard 4. Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Define the structure of Business Intelligence systems and its role in organizations. • Highlight the significance of BI segments in decision-making processes. • Share a brief case study showcasing the impact of a well-structured BI system. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> • Components of BI Systems: <ul style="list-style-type: none"> • Data Sources and Integration • Data Warehousing • Data Analysis and Reporting • Business Intelligence Segments: <ul style="list-style-type: none"> • Descriptive Analytics • Predictive Analytics • Prescriptive Analytics • Importance of BI Segments: <ul style="list-style-type: none"> • Enhancing Decision-Making • Improving Forecasting Accuracy • Guiding Strategic Planning <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>



Closure	<p>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</p> <p>2. Spend 5 minutes to wrap up and consolidate the learnings</p> <p>Suggested Reading</p> <p>https://www.techtarget.com/searchbusinessanalytics/definition/business-intelligence-architecture</p> <p>https://www.cms.gov/tra/Application_Development/AD_0380_Business_Intelligence_Architecture.htm</p> <p>https://www.sciencedirect.com/science/article/pii/S1877050922000485</p> <p>https://www.youtube.com/watch?v=2EQK7y0dtY4</p>
Evaluation	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p>Reflective Questions:</p> <ul style="list-style-type: none">• Name three components of Business Intelligence systems.• What is the primary focus of predictive analytics in BI?• How does BI segmentation contribute to strategic planning?



Lesson Plan No. 1.5	Course Name: Business Intelligence & Applications Topic: Difference Between Information and Intelligence	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> • Differentiate between information and intelligence. • Understand the characteristics of information and intelligence. • Recognize the practical applications and importance of both concepts.
Teaching Aids (if any)	<ol style="list-style-type: none"> 1. Power Point Presentation 2. Online contents 3. Whiteboard 4. Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Define information and intelligence in the context of data and decision-making. • Discuss real-world examples illustrating the use of information and intelligence. • Highlight the relevance of distinguishing between information and intelligence. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> • Characteristics of Information: <ul style="list-style-type: none"> • Raw data • Factual and descriptive • Structured or unstructured • Characteristics of Intelligence: <ul style="list-style-type: none"> • Processed data • Analyzed and interpreted • Actionable insights • Applications and Importance: <ul style="list-style-type: none"> • Information in decision support • Intelligence in strategic planning • The interplay between information and intelligence in organizations <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these. 2. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading</p> <p>https://www.youtube.com/watch?v=2EQK7y0dtY4</p> <p>https://www.youtube.com/watch?v=t-rN8vKUz1g</p> <p>https://onlinedegrees.scu.edu/media/blog/introduction-to-business-intelligence-and-analytics</p>



	<p>https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</p>
Evaluation	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p>Reflective Questions:</p> <ul style="list-style-type: none">• Define information in the context of data.• What distinguishes intelligence from raw data?• How do organizations benefit from the interplay between information and intelligence?



Lesson Plan No. 1.6	Course Name: Business Intelligence & Applications Topic: Difference Between Information and Intelligence	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> • Differentiate between information and intelligence. • Understand the characteristics of information and intelligence. • Recognize the practical applications and importance of both concepts.
Teaching Aids (if any)	<ol style="list-style-type: none"> 1. Power Point Presentation 2. Online contents 3. Whiteboard 4. Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> • Define information and intelligence in the context of data and decision-making. • Discuss real-world examples illustrating the use of information and intelligence. • Highlight the relevance of distinguishing between information and intelligence. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> • Key Characteristics of Information: <ul style="list-style-type: none"> • Static • Historical • Summarized • Key Characteristics of Intelligence: <ul style="list-style-type: none"> • Dynamic • Forward-looking • Action-oriented • Applications and Significance: <ul style="list-style-type: none"> • Information in reporting and analysis • Intelligence in forecasting and decision-making • Case studies illustrating the consequences of misinterpreting information as intelligence <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>
Closure	<ol style="list-style-type: none"> 1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these. 2. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading https://www.youtube.com/watch?v=2EQK7y0dtY4 https://www.youtube.com/watch?v=t-rN8vKUz1g</p>



	<p>https://onlinedegrees.scu.edu/media/blog/introduction-to-business-intelligence-and-analytics</p> <p>https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</p>
Evaluation	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p>Reflective Questions:</p> <ul style="list-style-type: none">• Define information in the context of data.• What distinguishes intelligence from raw data?• How do organizations benefit from the interplay between information and intelligence?



Lesson Plan No. 1.7	Course Name: Business Intelligence & Applications Topic: Define Business Value Chain, Factors of Business Intelligence System	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> Define and understand the concept of the business value chain. Explore the key factors that contribute to the effectiveness of a Business Intelligence (BI) system. Recognize the interrelation between the business value chain and BI system factors.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Online contents Whiteboard Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> Briefly introduce the concept of a business value chain. Explain the role of Business Intelligence in optimizing the business value chain. Share a relevant industry example highlighting the impact of BI on the value chain. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> Business Value Chain: <ul style="list-style-type: none"> Definition and Components Primary and Support Activities Importance of Value Chain Analysis Factors of Business Intelligence System: <ul style="list-style-type: none"> Data Quality and Integration User-Friendly Interface Scalability and Flexibility Interrelation Between Value Chain and BI System: <ul style="list-style-type: none"> How BI enhances value chain activities The role of BI in decision-making at various value chain stages Case studies demonstrating successful integration <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from Students on these. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading https://www.youtube.com/watch?v=t-rN8vKUz1g https://financesonline.com/purpose-business-intelligence-business/ https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</p>



Evaluation	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p>Reflective Questions:</p> <ul style="list-style-type: none">• What is the primary purpose of Business Intelligence?• Name two key components of a BI system.• How does BI contribute to gaining a competitive advantage?
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Lesson Plan No. 1.8	Course Name: Business Intelligence & Applications Topic: Define Business Value Chain, Factors of Business Intelligence System	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> Define and understand the concept of the business value chain. Explore the key factors that contribute to the effectiveness of a Business Intelligence (BI) system. Recognize the interrelation between the business value chain and BI system factors.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Online contents Whiteboard Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> Briefly introduce the concept of a business value chain. Explain the role of Business Intelligence in optimizing the business value chain. Share a relevant industry example highlighting the impact of BI on the value chain. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> Business Value Chain: <ul style="list-style-type: none"> Definition and Components Primary and Support Activities Importance of Value Chain Analysis Factors of Business Intelligence System: <ul style="list-style-type: none"> Data Quality and Integration User-Friendly Interface Scalability and Flexibility Interrelation Between Value Chain and BI System: <ul style="list-style-type: none"> How BI enhances value chain activities The role of BI in decision-making at various value chain stages Case studies demonstrating successful integration <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>
Closure	<ol style="list-style-type: none"> Summarize the Lesson Learning Outcomes and get affirmation from Students on these. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading https://www.youtube.com/watch?v=t-rN8vKUz1g https://financesonline.com/purpose-business-intelligence-business/ https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</p>



Evaluation	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p>Reflective Questions:</p> <ul style="list-style-type: none">• What are the primary components of the business value chain?• Name two factors related to data in a Business Intelligence system.• How does Business Intelligence align with the goals of the organization?
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Lesson Plan No. 1.9	Course Name: Business Intelligence & Applications Topic: Real-time Business Intelligence	Course No.: MBA-441
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Objectives	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> Define real-time business intelligence and understand its significance. Explore the technologies that enable real-time data processing. Examine real-world applications and benefits of implementing real-time business intelligence.
Teaching Aids (if any)	<ol style="list-style-type: none"> Power Point Presentation Online contents Whiteboard Youtube Videos
Teaching Development	<p>1. Introduction (5 minutes)</p> <ul style="list-style-type: none"> Engage students with a scenario illustrating the impact of timely decision-making in a fast-paced environment (e.g., stock trading, e-commerce sales). Discuss the challenges of relying on historical data for decision-making. Introduce the concept of real-time business intelligence as the immediate processing and analysis of data to support instant decision-making. <p>2. Development (30 minutes)</p> <ul style="list-style-type: none"> Definition and Characteristics: <ul style="list-style-type: none"> Define real-time business intelligence as the immediate processing and analysis of data to support instant decision-making. Discuss key characteristics, such as low latency data processing, continuous monitoring of data streams, and immediate response to changing conditions. Technologies Enabling Real-time BI: <ul style="list-style-type: none"> In-memory processing: Explore how storing data in memory facilitates quicker access and analysis. Stream processing: Discuss the use of stream processing to handle data in motion, allowing for real-time analysis. Data integration and synchronization tools: Understand the role of tools in ensuring seamless integration of real-time data from various sources. Applications and Benefits: <ul style="list-style-type: none"> Explore real-world applications across industries (e.g., finance, e-commerce, healthcare). Discuss the benefits of real-time BI, such as improved decision accuracy, enhanced customer experiences, and competitive advantage. <p>3. Exercise (5 minutes) – - Ask students about the discussed concept in the session.</p>



Closure	<ol style="list-style-type: none">1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.2. Spend 5 minutes to wrap up and consolidate the learnings <p>Suggested Reading</p> <p>https://www.researchgate.net/publication/4245759_Real_Time_Business_Intelligence_for_the_Adaptive_Enterprise</p> <p>https://dbc.wroc.pl/Content/22548/Ziora_The_Concept_Of_Real_Time_Business.pdf</p> <p>https://en.wikipedia.org/wiki/Real-time_business_intelligence</p>
Evaluation	<ol style="list-style-type: none">1. Reflective Questions (What, why, Who?). Allow students to answer. <p>Reflective Questions:</p> <ul style="list-style-type: none">• What is the primary characteristic of real-time business intelligence?• Name one technology enabling real-time data processing.• Provide one real-world application of real-time business intelligence.