



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



**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?



<b>Lesson Plan No. 1.2</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Introduction, Meaning, Purpose of Business Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>• Define Business Intelligence and its core components.</li> <li>• Identify the significance of BI in decision-making processes.</li> <li>• Analyze real-world applications of BI.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Begin with a short video clip illustrating the impact of BI in a business setting.</li> <li>• Discuss the role of BI in transforming raw data into actionable insights.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p><b>Understanding Business Intelligence:</b></p> <ul style="list-style-type: none"> <li>• Definition and Components</li> <li>• Historical Evolution of BI</li> <li>• Importance in Decision-Making</li> </ul> <p><b>Purpose of Business Intelligence:</b></p> <ul style="list-style-type: none"> <li>• Improving Decision-Making</li> <li>• Gaining Competitive Advantage</li> <li>• Enhancing Operational Efficiency</li> </ul> <p><b>Components of Business Intelligence:</b></p> <ul style="list-style-type: none"> <li>• Data Warehousing</li> <li>• Data Mining</li> <li>• Reporting and Querying</li> </ul> <p><b>3. Exercise (5 minutes) –</b></p> <p>- Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://www.youtube.com/watch?v=t-rN8vKUz1g">https://www.youtube.com/watch?v=t-rN8vKUz1g</a></p> <p><a href="https://financesonline.com/purpose-business-intelligence-business/">https://financesonline.com/purpose-business-intelligence-business/</a></p> <p><a href="https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/">https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</a></p>
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li> </ol> <p><b>Reflective Questions:</b></p>



	<ul style="list-style-type: none"><li>• What is the primary purpose of Business Intelligence?</li><li>• Name two key components of a BI system.</li><li>• How does BI contribute to gaining a competitive advantage?</li></ul>
--	--



<b>Lesson Plan No. 1.3</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Structure of Business Intelligence Systems, Business Intelligence Segment</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the components and architecture of Business Intelligence (BI) systems.</li> <li>• Explore the various segments within the field of Business Intelligence.</li> <li>• Analyze the importance of each segment in BI systems.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Define the structure of Business Intelligence systems and its role in organizations.</li> <li>• Highlight the significance of BI segments in decision-making processes.</li> <li>• Share a brief case study showcasing the impact of a well-structured BI system.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• <b>Components of BI Systems:</b> <ul style="list-style-type: none"> <li>• Data Sources and Integration</li> <li>• Data Warehousing</li> <li>• Data Analysis and Reporting</li> </ul> </li> <li>• <b>Business Intelligence Segments:</b> <ul style="list-style-type: none"> <li>• Descriptive Analytics</li> <li>• Predictive Analytics</li> <li>• Prescriptive Analytics</li> </ul> </li> <li>• <b>Importance of BI Segments:</b> <ul style="list-style-type: none"> <li>• Enhancing Decision-Making</li> <li>• Improving Forecasting Accuracy</li> <li>• Guiding Strategic Planning</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>



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



<b>Lesson Plan No. 1.4</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Structure of Business Intelligence Systems, Business Intelligence Segment</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the components and architecture of Business Intelligence (BI) systems.</li> <li>• Explore the various segments within the field of Business Intelligence.</li> <li>• Analyze the importance of each segment in BI systems.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Define the structure of Business Intelligence systems and its role in organizations.</li> <li>• Highlight the significance of BI segments in decision-making processes.</li> <li>• Share a brief case study showcasing the impact of a well-structured BI system.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• <b>Components of BI Systems:</b> <ul style="list-style-type: none"> <li>• Data Sources and Integration</li> <li>• Data Warehousing</li> <li>• Data Analysis and Reporting</li> </ul> </li> <li>• <b>Business Intelligence Segments:</b> <ul style="list-style-type: none"> <li>• Descriptive Analytics</li> <li>• Predictive Analytics</li> <li>• Prescriptive Analytics</li> </ul> </li> <li>• <b>Importance of BI Segments:</b> <ul style="list-style-type: none"> <li>• Enhancing Decision-Making</li> <li>• Improving Forecasting Accuracy</li> <li>• Guiding Strategic Planning</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>



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



<b>Lesson Plan No. 1.5</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Difference Between Information and Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>• Differentiate between information and intelligence.</li> <li>• Understand the characteristics of information and intelligence.</li> <li>• Recognize the practical applications and importance of both concepts.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Define information and intelligence in the context of data and decision-making.</li> <li>• Discuss real-world examples illustrating the use of information and intelligence.</li> <li>• Highlight the relevance of distinguishing between information and intelligence.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• Characteristics of Information: <ul style="list-style-type: none"> <li>• Raw data</li> <li>• Factual and descriptive</li> <li>• Structured or unstructured</li> </ul> </li> <li>• Characteristics of Intelligence: <ul style="list-style-type: none"> <li>• Processed data</li> <li>• Analyzed and interpreted</li> <li>• Actionable insights</li> </ul> </li> <li>• Applications and Importance: <ul style="list-style-type: none"> <li>• Information in decision support</li> <li>• Intelligence in strategic planning</li> <li>• The interplay between information and intelligence in organizations</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://www.youtube.com/watch?v=2EQK7y0dtY4">https://www.youtube.com/watch?v=2EQK7y0dtY4</a></p> <p><a href="https://www.youtube.com/watch?v=t-rN8vKUz1g">https://www.youtube.com/watch?v=t-rN8vKUz1g</a></p> <p><a href="https://onlinedegrees.scu.edu/media/blog/introduction-to-business-intelligence-and-analytics">https://onlinedegrees.scu.edu/media/blog/introduction-to-business-intelligence-and-analytics</a></p>



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



<b>Lesson Plan No. 1.6</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Difference Between Information and Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>• Differentiate between information and intelligence.</li> <li>• Understand the characteristics of information and intelligence.</li> <li>• Recognize the practical applications and importance of both concepts.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Define information and intelligence in the context of data and decision-making.</li> <li>• Discuss real-world examples illustrating the use of information and intelligence.</li> <li>• Highlight the relevance of distinguishing between information and intelligence.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• <b>Key Characteristics of Information:</b> <ul style="list-style-type: none"> <li>• Static</li> <li>• Historical</li> <li>• Summarized</li> </ul> </li> <li>• <b>Key Characteristics of Intelligence:</b> <ul style="list-style-type: none"> <li>• Dynamic</li> <li>• Forward-looking</li> <li>• Action-oriented</li> </ul> </li> <li>• <b>Applications and Significance:</b> <ul style="list-style-type: none"> <li>• Information in reporting and analysis</li> <li>• Intelligence in forecasting and decision-making</li> <li>• Case studies illustrating the consequences of misinterpreting information as intelligence</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://www.youtube.com/watch?v=2EQK7y0dtY4">https://www.youtube.com/watch?v=2EQK7y0dtY4</a>  <a href="https://www.youtube.com/watch?v=t-rN8vKUz1g">https://www.youtube.com/watch?v=t-rN8vKUz1g</a></p>



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



<b>Lesson Plan No. 1.7</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Define Business Value Chain, Factors of Business Intelligence System</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>Define and understand the concept of the business value chain.</li> <li>Explore the key factors that contribute to the effectiveness of a Business Intelligence (BI) system.</li> <li>Recognize the interrelation between the business value chain and BI system factors.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Power Point Presentation</li> <li>Online contents</li> <li>Whiteboard</li> <li>Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Briefly introduce the concept of a business value chain.</li> <li>Explain the role of Business Intelligence in optimizing the business value chain.</li> <li>Share a relevant industry example highlighting the impact of BI on the value chain.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>Business Value Chain: <ul style="list-style-type: none"> <li>Definition and Components</li> <li>Primary and Support Activities</li> <li>Importance of Value Chain Analysis</li> </ul> </li> <li>Factors of Business Intelligence System: <ul style="list-style-type: none"> <li>Data Quality and Integration</li> <li>User-Friendly Interface</li> <li>Scalability and Flexibility</li> </ul> </li> <li>Interrelation Between Value Chain and BI System: <ul style="list-style-type: none"> <li>How BI enhances value chain activities</li> <li>The role of BI in decision-making at various value chain stages</li> <li>Case studies demonstrating successful integration</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://www.youtube.com/watch?v=t-rN8vKUz1g">https://www.youtube.com/watch?v=t-rN8vKUz1g</a>  <a href="https://financesonline.com/purpose-business-intelligence-business/">https://financesonline.com/purpose-business-intelligence-business/</a>  <a href="https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/">https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</a></p>



<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• What is the primary purpose of Business Intelligence?</li><li>• Name two key components of a BI system.</li><li>• How does BI contribute to gaining a competitive advantage?</li></ul>
-------------------	--



<b>Lesson Plan No. 1.8</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Define Business Value Chain, Factors of Business Intelligence System</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>Define and understand the concept of the business value chain.</li> <li>Explore the key factors that contribute to the effectiveness of a Business Intelligence (BI) system.</li> <li>Recognize the interrelation between the business value chain and BI system factors.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Power Point Presentation</li> <li>Online contents</li> <li>Whiteboard</li> <li>Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Briefly introduce the concept of a business value chain.</li> <li>Explain the role of Business Intelligence in optimizing the business value chain.</li> <li>Share a relevant industry example highlighting the impact of BI on the value chain.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>Business Value Chain: <ul style="list-style-type: none"> <li>Definition and Components</li> <li>Primary and Support Activities</li> <li>Importance of Value Chain Analysis</li> </ul> </li> <li>Factors of Business Intelligence System: <ul style="list-style-type: none"> <li>Data Quality and Integration</li> <li>User-Friendly Interface</li> <li>Scalability and Flexibility</li> </ul> </li> <li>Interrelation Between Value Chain and BI System: <ul style="list-style-type: none"> <li>How BI enhances value chain activities</li> <li>The role of BI in decision-making at various value chain stages</li> <li>Case studies demonstrating successful integration</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://www.youtube.com/watch?v=t-rN8vKUz1g">https://www.youtube.com/watch?v=t-rN8vKUz1g</a>  <a href="https://financesonline.com/purpose-business-intelligence-business/">https://financesonline.com/purpose-business-intelligence-business/</a>  <a href="https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/">https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/business-intelligence/</a></p>



<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• What are the primary components of the business value chain?</li><li>• Name two factors related to data in a Business Intelligence system.</li><li>• How does Business Intelligence align with the goals of the organization?</li></ul>
-------------------	---



<b>Lesson Plan No. 1.9</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Real-time Business Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>Define real-time business intelligence and understand its significance.</li> <li>Explore the technologies that enable real-time data processing.</li> <li>Examine real-world applications and benefits of implementing real-time business intelligence.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Power Point Presentation</li> <li>Online contents</li> <li>Whiteboard</li> <li>Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Engage students with a scenario illustrating the impact of timely decision-making in a fast-paced environment (e.g., stock trading, e-commerce sales).</li> <li>Discuss the challenges of relying on historical data for decision-making.</li> <li>Introduce the concept of real-time business intelligence as the immediate processing and analysis of data to support instant decision-making.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li><b>Definition and Characteristics:</b> <ul style="list-style-type: none"> <li>Define real-time business intelligence as the immediate processing and analysis of data to support instant decision-making.</li> <li>Discuss key characteristics, such as low latency data processing, continuous monitoring of data streams, and immediate response to changing conditions.</li> </ul> </li> <li><b>Technologies Enabling Real-time BI:</b> <ul style="list-style-type: none"> <li><b>In-memory processing:</b> Explore how storing data in memory facilitates quicker access and analysis.</li> <li><b>Stream processing:</b> Discuss the use of stream processing to handle data in motion, allowing for real-time analysis.</li> <li><b>Data integration and synchronization tools:</b> Understand the role of tools in ensuring seamless integration of real-time data from various sources.</li> </ul> </li> <li><b>Applications and Benefits:</b> <ul style="list-style-type: none"> <li>Explore real-world applications across industries (e.g., finance, e-commerce, healthcare).</li> <li>Discuss the benefits of real-time BI, such as improved decision accuracy, enhanced customer experiences, and competitive advantage.</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>



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



<b>Lesson Plan No. 2.1</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Introduction, Creating Business Intelligence Environment</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>Define Business Intelligence (BI) and its core components.</li> <li>Understand the key drivers of business decision-making and how BI supports them.</li> <li>Outline the steps involved in creating a successful BI environment.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Power Point Presentation</li> <li>Online contents</li> <li>Whiteboard</li> <li>Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Start with a brief discussion about the challenges of making critical business decisions in today's data-driven world.</li> <li>Introduce the concept of Business Intelligence (BI) as a solution to these challenges.</li> <li>Share real-world examples of how companies leverage BI for insights and competitive advantage.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>Building Blocks of BI</li> <li>Drivers of Business Decisions</li> <li>Creating a BI Environment</li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>Ask students about the discussed concept in the session.</li> </ul>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://en.wikipedia.org/wiki/Business_intelligence">https://en.wikipedia.org/wiki/Business_intelligence</a></p> <p><a href="https://www.ibm.com/docs/en/order-management-sw/10.0?topic=reports-overview-business-intelligence">https://www.ibm.com/docs/en/order-management-sw/10.0?topic=reports-overview-business-intelligence</a></p> <p><a href="https://www.youtube.com/watch?v=ceeiUAmbfZk">https://www.youtube.com/watch?v=ceeiUAmbfZk</a></p>
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>Reflective Questions (What, why, Who?). Allow students to answer.</li> </ol> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"> <li>What are the three core components of a BI system?</li> <li>How does BI contribute to reducing business costs?</li> <li>What are two crucial aspects of creating a successful BI environment?</li> </ul>



<b>Lesson Plan No. 2.2</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Navigating the Business Intelligence Landscape</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the core concepts of Business Intelligence (BI).</li> <li>• Identify key components and players in the BI landscape.</li> <li>• Recognize the various applications and benefits of BI for businesses.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Start with a real-world example of how data insights drive business decisions (e.g., Amazon product recommendations, Netflix personalized content).</li> <li>• Briefly introduce the concept of BI as the collection, analysis, and visualization of data to inform better decision-making.</li> <li>• Highlight the increasing importance of BI in today's data-driven business world.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• Exploring the BI Ecosystem: <ul style="list-style-type: none"> <li>○ Data Integration and Management: Discuss data sources, extraction, transformation, and loading (ETL) processes, data warehouses, and data lakes.</li> <li>○ Data Analysis and Modeling: Introduce data analytics tools (descriptive, predictive, prescriptive) and statistical modeling techniques.</li> <li>○ Data Visualization and Reporting: Showcase popular BI dashboards, reporting tools, and the importance of effective data storytelling.</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b></p> <p>- Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://www.gartner.com/reviews/market/analytics-business-intelligence-platforms">https://www.gartner.com/reviews/market/analytics-business-intelligence-platforms</a></p> <p><a href="https://mitsloan.mit.edu/press/how-companies-and-organizations-can-gain-analytics-edge-2023-and-beyond">https://mitsloan.mit.edu/press/how-companies-and-organizations-can-gain-analytics-edge-2023-and-beyond</a></p> <p><a href="https://m.youtube.com/watch?v=hDJdkcdG1iA">https://m.youtube.com/watch?v=hDJdkcdG1iA</a></p>



<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• What are the three main stages of the ETL process?</li><li>• Differentiate between descriptive and predictive analytics.</li><li>• Name two popular cloud-based BI platforms.</li></ul>
-------------------	---



<b>Lesson Plan No. 2.3</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Navigating the Business Intelligence Landscape</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the core concepts of Business Intelligence (BI).</li> <li>• Identify key components and players in the BI landscape.</li> <li>• Recognize the various applications and benefits of BI for businesses.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Start with a real-world example of how data insights drive business decisions (e.g., Amazon product recommendations, Netflix personalized content).</li> <li>• Briefly introduce the concept of BI as the collection, analysis, and visualization of data to inform better decision-making.</li> <li>• Highlight the increasing importance of BI in today's data-driven business world.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• <b>BI Players and Solutions:</b> <ul style="list-style-type: none"> <li>○ Briefly touch upon major BI software vendors (e.g., Microsoft Power BI, Tableau, Qlik) and their key features.</li> <li>○ Mention cloud-based BI solutions and their growing adoption.</li> <li>○ Discuss the role of BI consultants and developers in implementing BI solutions.</li> </ul> </li> <li>• <b>Real-World Applications of BI:</b> <ul style="list-style-type: none"> <li>○ Provide examples of BI use cases across different industries (e.g., marketing campaigns optimization, sales forecasts, customer churn prediction).</li> <li>○ Emphasize the impact of BI on improving efficiency, profitability, and competitive advantage.</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b> <a href="https://www.gartner.com/reviews/market/analytics-business-intelligence-platforms">https://www.gartner.com/reviews/market/analytics-business-intelligence-platforms</a></p>



	<p><a href="https://mitsloan.mit.edu/press/how-companies-and-organizations-can-gain-analytics-edge-2023-and-beyond">https://mitsloan.mit.edu/press/how-companies-and-organizations-can-gain-analytics-edge-2023-and-beyond</a></p> <p><a href="https://m.youtube.com/watch?v=hDJdkcdG1iA">https://m.youtube.com/watch?v=hDJdkcdG1iA</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• What are the three main stages of the ETL process?</li><li>• Differentiate between descriptive and predictive analytics.</li><li>• Name two popular cloud-based BI platforms.</li></ul>



<b>Lesson Plan No. 2.4</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Demystifying the Different Types of Business Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the diverse range of BI types and their functionalities.</li> <li>• Distinguish between key BI categories based on data analysis and application.</li> <li>• Identify the most suitable BI type for specific business needs..</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Start with an engaging question: "How can data help businesses make better decisions?"</li> <li>• Briefly introduce BI as the process of transforming data into actionable insights.</li> <li>• Highlight the existence of various BI types, each catering to different needs.</li> </ul> <p><b>2. Development (30 minutes)</b> Diving into the BI Categories:</p> <p><b>Descriptive BI:</b></p> <ul style="list-style-type: none"> <li>• Explain how Descriptive BI focuses on summarizing past performance and trends through dashboards and reports. (Image of a dashboard with charts and graphs)</li> <li>• Give examples of using Descriptive BI to track sales figures, customer behavior, or website traffic.</li> </ul> <p>Diagnostic BI:</p> <ul style="list-style-type: none"> <li>▪ Illustrate how Diagnostic BI delves deeper to identify root causes of issues and performance variances. (Image of a graph with trend lines and annotations)</li> <li>▪ Use examples of Diagnostic BI to analyze customer churn reasons, operational inefficiencies, or marketing campaign effectiveness.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b> <a href="https://www.tbii.org.mx/">https://www.tbii.org.mx/</a></p>



	<p><a href="https://www.forbes.com/sites/sisense/2021/10/15/welcome-to-the-next-generation-of-business-intelligence/">https://www.forbes.com/sites/sisense/2021/10/15/welcome-to-the-next-generation-of-business-intelligence/</a></p> <p><a href="https://www.youtube.com/watch?v=YX89ZO0wpE">https://www.youtube.com/watch?v=YX89ZO0wpE</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• Which type of BI focuses on understanding "why" things happen?</li><li>• What is the main advantage of using Predictive BI?</li><li>• How can Prescriptive BI help businesses make better decisions?</li></ul>



<b>Lesson Plan No. 2.5</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Demystifying the Different Types of Business Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the diverse range of BI types and their functionalities.</li> <li>• Distinguish between key BI categories based on data analysis and application.</li> <li>• Identify the most suitable BI type for specific business needs..</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Start with an engaging question: "How can data help businesses make better decisions?"</li> <li>• Briefly introduce BI as the process of transforming data into actionable insights.</li> <li>• Highlight the existence of various BI types, each catering to different needs.</li> </ul> <p><b>2. Development (30 minutes)</b> Diving into the BI Categories:</p> <ul style="list-style-type: none"> <li>○ Predictive BI: <ul style="list-style-type: none"> <li>▪ Explain how Predictive BI leverages historical data and algorithms to forecast future outcomes and trends. (Image of a graph with projected future values)</li> <li>▪ Provide examples of Predictive BI in demand forecasting, risk assessment, or personalized product recommendations.</li> </ul> </li> <li>○ Prescriptive BI: <ul style="list-style-type: none"> <li>▪ Illustrate how Prescriptive BI goes beyond prediction, suggesting optimal actions and decisions based on data analysis. (Image of a decision tree diagram)</li> <li>▪ Use examples of Prescriptive BI in optimizing pricing strategies, resource allocation, or targeted marketing campaigns.</li> </ul> </li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://www.tbii.org.mx/">https://www.tbii.org.mx/</a>  <a href="https://www.forbes.com/sites/sisense/2021/10/15/welcome-to-the-next-generation-of-business-intelligence/">https://www.forbes.com/sites/sisense/2021/10/15/welcome-to-the-next-generation-of-business-intelligence/</a></p>



	<a href="https://www.youtube.com/watch?v=_YX89ZO0wpE">https://www.youtube.com/watch?v=_YX89ZO0wpE</a>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• Which type of BI focuses on understanding "why" things happen?</li><li>• What is the main advantage of using Predictive BI?</li><li>• How can Prescriptive BI help businesses make better decisions?</li></ul>



<b>Lesson Plan No. 2.6</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Business Intelligence Platform, Dynamic Roles in Business Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>- Understand the concept of Business Intelligence Platform</li> <li>- Identify the dynamic roles in Business Intelligence</li> <li>- Learn the importance of dynamic roles in Business Intelligence</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Greet the students and introduce the topic of Business Intelligence Platform and Dynamic Roles in Business Intelligence.</li> <li>- Ask the students if they have any prior knowledge or experience with Business Intelligence.</li> <li>- Explain the importance of Business Intelligence in today's business world.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>- Business Intelligence Platform</li> <li>- Dynamic Roles in Business Intelligence</li> <li>- Importance of Dynamic Roles in Business Intelligence</li> </ul> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://www.tbii.org.mx/">https://www.tbii.org.mx/</a></p> <p><a href="https://www.sisense.com/glossary/business-intelligence/">https://www.sisense.com/glossary/business-intelligence/</a></p> <p><a href="https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/">https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/</a></p> <p><a href="https://www.youtube.com/watch?v=JLwWZyL1vzY">https://www.youtube.com/watch?v=JLwWZyL1vzY</a></p>
<b>Evaluation</b>	<ol style="list-style-type: none"> <li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li> </ol> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"> <li>• 1. What is the concept of Business Intelligence Platform?</li> <li>• 2. What are the dynamic roles in Business Intelligence?</li> <li>• 3. Why are dynamic roles important in Business Intelligence?</li> </ul>



<b>Lesson Plan No. 2.7</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Roles in Business Intelligence Modern Business</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>Understand the roles and responsibilities of key personnel in business intelligence.</li> <li>Identify the skills and qualifications required for each role.</li> <li>Explore the career opportunities in the field of business intelligence.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>Power Point Presentation</li> <li>Online contents</li> <li>Whiteboard</li> <li>Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Briefly introduce the topic of business intelligence and its importance in modern businesses.</li> <li>Explain the roles and responsibilities of key personnel in business intelligence.</li> <li>Preview the main points of the lesson.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li><b>Business Intelligence Analyst:</b> <ul style="list-style-type: none"> <li>Responsible for collecting, analyzing, and interpreting data to support business decisions.</li> <li>Requires strong analytical and problem-solving skills, as well as proficiency in data analysis tools.</li> </ul> </li> <li><b>Data Scientist:</b> <ul style="list-style-type: none"> <li>Involved in designing and implementing machine learning models to analyze data.</li> <li>Requires expertise in programming languages like Python and R, as well as knowledge of statistical analysis and machine learning algorithms.</li> </ul> </li> <li><b>Data Engineer:</b> <ul style="list-style-type: none"> <li>Responsible for designing and maintaining the infrastructure that supports data storage and retrieval.</li> <li>Requires knowledge of database management systems, data warehousing, and data mining techniques.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b> <a href="https://www.tbii.org.mx/">https://www.tbii.org.mx/</a></p>



	<p><a href="https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/">Business Intelligence Roles and Responsibilities</a> <a href="https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/">https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/</a> <a href="https://www.datapine.com/blog/dynamic-roles-in-business-intelligence/">Business Intelligence Roles and Responsibilities</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• What is the primary role of a Business Intelligence Analyst?</li><li>• Which programming languages are commonly used by Data Scientists?</li><li>• What is the main responsibility of a Data Engineer in the context of business intelligence?</li></ul>



Lesson Plan No. 2.8	Course Name: <b>Business Intelligence &amp; Applications</b> Topic: <b>Challenges of Business Intelligence</b>	Course No.: <b>MBA-441</b>
<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the common challenges faced in implementing and maintaining business intelligence systems.</li> <li>• Identify strategies to overcome these challenges.</li> <li>• Explore the importance of proper data architecture and data quality in business intelligence.</li> </ul>	
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>	
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>1. Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>• Briefly introduce the topic of business intelligence and its importance in modern businesses.</li> <li>• Explain the challenges faced in implementing and maintaining business intelligence systems.</li> <li>• Preview the main points of the lesson.</li> </ul> </li> <li><b>2. Development (30 minutes)</b> <ol style="list-style-type: none"> <li>1. Ineffective Data Architecture:               <ul style="list-style-type: none"> <li>- Challenges in designing data architecture for efficient business intelligence solutions.</li> <li>- Requires additional resources or professional advice to overcome.</li> </ul> </li> <li>2. Poor Data Quality:               <ul style="list-style-type: none"> <li>- Issues with data quality can lead to inaccurate insights and decision-making.</li> <li>- Importance of maintaining data quality for effective business intelligence.</li> </ul> </li> <li>3. Low Adoption Rates:               <ul style="list-style-type: none"> <li>- Challenges in encouraging staff to use business intelligence tools.</li> <li>- Reasons for low adoption rates include unfamiliarity with BI tools and data literacy issues.</li> </ul> </li> </ol> </li> <li><b>3. Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul> </li> </ol>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p>	



	<p><a href="https://www.velvetech.com/blog/bi-challenges/">https://www.velvetech.com/blog/bi-challenges/</a> <a href="https://www.instinctools.com/blog/business-intelligence-challenges-our-experts-faced-and-overcame/">https://www.instinctools.com/blog/business-intelligence-challenges-our-experts-faced-and-overcame/</a> <a href="https://www.youtube.com/watch?v=6ZjKjKjKjKj">https://www.youtube.com/watch?v=6ZjKjKjKjKj</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ul style="list-style-type: none"><li>• 1. What is the primary challenge faced in designing data architecture for business intelligence?</li><li>• 2. How can poor data quality impact the effectiveness of business intelligence?</li><li>• 3. What are some reasons for low adoption rates of business intelligence tools?</li></ul>



<b>Lesson Plan No. 3.1</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: The Business Intelligence Framework - Introduction</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the concept of data modeling and analytics in a business intelligence context.</li> <li>• Explore the key components of a business intelligence framework.</li> <li>• Identify the importance of business intelligence in modern organizations.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• - Introduce the concept of business intelligence and its significance in today's business landscape.</li> <li>• - Explain the basic principles of data modeling and analytics in the context of business intelligence.</li> <li>• - Preview the main components of the business intelligence framework.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. <b>**Data Modeling and Analytics**</b>: <ul style="list-style-type: none"> <li>- Explanation of data modeling techniques and their role in business intelligence.</li> <li>- Introduction to analytics tools used for extracting insights from data.</li> </ul> </li> <li>2. <b>**Business Intelligence Framework Components**</b>: <ul style="list-style-type: none"> <li>- Overview of the key elements of a business intelligence framework, such as data warehousing, ETL processes, and reporting tools.</li> <li>- Discussion on how these components work together to support decision-making.</li> </ul> </li> <li>3. <b>**Significance of Business Intelligence**</b>: <ul style="list-style-type: none"> <li>- Exploration of the importance of business intelligence in enabling data-driven decision-making.</li> <li>- Examples of how organizations benefit from effective business intelligence implementations.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>



<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li><li>2. Spend 5 minutes to wrap up and consolidate the learnings</li></ol> <p><b>Suggested Reading</b> <a href="https://study.com/learn/business-intelligence.html">https://study.com/learn/business-intelligence.html</a> <a href="https://www.youtube.com/watch?v=6ZjKjKjKjKj">https://www.youtube.com/watch?v=6ZjKjKjKjKj</a></p>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li></ol> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are the primary components of a business intelligence framework?</li><li>2. Why is data modeling important in the context of business intelligence?</li><li>3. How does business intelligence support decision-making in organizations?</li></ol>



<b>Lesson Plan No. 3.2</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: The Multiplicity of Business Intelligence Tools</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Explore the variety of business intelligence tools available in the market.</li> <li>• Understand the specific use cases and features of different BI tools.</li> <li>• Identify the factors to consider when selecting a business intelligence tool.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Online contents</li> <li>3. Whiteboard</li> <li>4. Youtube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Introduce the concept of multiplicity in the context of business intelligence tools.</li> <li>- Explain the need for different BI tools to address various data analysis requirements.</li> <li>- Preview the main categories of business intelligence tools to be discussed.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. <b>**Types of Business Intelligence Tools**</b>: <ul style="list-style-type: none"> <li>- Overview of different types of BI tools, such as reporting, data visualization, and predictive analytics tools.</li> <li>- Explanation of the specific use cases for each type of tool.</li> </ul> </li> <li>2. <b>**Key Features and Capabilities**</b>: <ul style="list-style-type: none"> <li>- Discussion on the essential features and capabilities to look for in a business intelligence tool.</li> <li>- Examples of how these features enable effective data analysis and reporting.</li> </ul> </li> <li>3. <b>**Factors in Tool Selection**</b>: <ul style="list-style-type: none"> <li>- Identification of the critical factors to consider when selecting a BI tool, including scalability, ease of use, and integration capabilities.</li> <li>- Guidance on how to align tool selection with specific business requirements.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>



<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li><li>2. Spend 5 minutes to wrap up and consolidate the learnings</li></ol> <p><b>Suggested Reading</b> <a href="https://www.instinctools.com/blog/business-intelligence-challenges-our-experts-faced-and-overcame/">https://www.instinctools.com/blog/business-intelligence-challenges-our-experts-faced-and-overcame/</a> <a href="https://www.youtube.com/watch?v=6ZjKjKjKjKj">https://www.youtube.com/watch?v=6ZjKjKjKjKj</a></p>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li></ol> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are the main types of business intelligence tools, and what are their specific use cases?</li><li>2. Why is it important to consider factors like scalability and integration capabilities when selecting a BI tool?</li><li>3. How do the features of a business intelligence tool contribute to effective data analysis and reporting?</li></ol>



<b>Lesson Plan No. 3.3</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: The Multiplicity of Business Intelligence Tools</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the different types of business intelligence tools.</li> <li>• Identify the key features and functions of each type.</li> <li>• Explore the applications and use cases for each type of tool.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Briefly introduce the topic of business intelligence tools.</li> <li>- Explain the importance of using the right tools for different business needs.</li> <li>- Preview the main points of the lesson.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. <b>**Data Warehouses**</b>: <ul style="list-style-type: none"> <li>- Centralized repositories for storing and managing large volumes of data.</li> <li>- Key features include data integration, data cleansing, and data transformation.</li> </ul> </li> <li>2. <b>**Online Analytical Processing (OLAP) Tools**</b>: <ul style="list-style-type: none"> <li>- Allow users to analyze data from multiple dimensions and perspectives.</li> <li>- Key features include drill-down, slice-and-dice, and pivot analysis.</li> </ul> </li> <li>3. <b>**Dashboard and Scorecard Tools**</b>: <ul style="list-style-type: none"> <li>- Provide visual representations of key performance indicators (KPIs) and metrics.</li> <li>- Key features include real-time data updates, customizable visualizations, and alerts.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol>



	<p><b>Suggested Reading</b></p> <p><a href="https://www.g2.com/categories/business-intelligence-tools">https://www.g2.com/categories/business-intelligence-tools</a></p> <p><a href="https://www.datasciencecentral.com/profiles/blogs/the-different-types-of-business-intelligence-tools">https://www.datasciencecentral.com/profiles/blogs/the-different-types-of-business-intelligence-tools</a></p> <p><a href="https://www.youtube.com/watch?v=6ZjKjKjKjKj">https://www.youtube.com/watch?v=6ZjKjKjKjKj</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What is the primary function of a data warehouse in business intelligence?</li><li>2. How do OLAP tools enable users to analyze data from multiple dimensions?</li><li>3. What are some key features of dashboard and scorecard tools?</li></ol>



<b>Lesson Plan No. 3.4</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: The Multiplicity of Business Intelligence Tools</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the different types of business intelligence tools.</li> <li>• Identify the key features and functions of each type.</li> <li>• Explore the applications and use cases for each type of tool.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Briefly introduce the topic of business intelligence tools.</li> <li>- Explain the importance of using the right tools for different business needs.</li> <li>- Preview the main points of the lesson.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. <b>**Reporting and Visualization Tools**</b>: <ul style="list-style-type: none"> <li>- Generate reports and visualizations to communicate insights and trends.</li> <li>- Key features include data filtering, customizable visualizations, and export options.</li> </ul> </li> <li>2. <b>**Predictive Analytics Tools**</b>: <ul style="list-style-type: none"> <li>- Use statistical models and machine learning algorithms to forecast future outcomes.</li> <li>- Key features include data preparation, model selection, and performance evaluation.</li> </ul> </li> <li>3. <b>**Dashboard and Scorecard Tools**</b>: <ul style="list-style-type: none"> <li>- Provide visual representations of key performance indicators (KPIs) and metrics.</li> <li>- Key features include real-time data updates, customizable visualizations, and alerts.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p>



	<p><a href="https://www.g2.com/categories/business-intelligence-tools">https://www.g2.com/categories/business-intelligence-tools</a></p> <p><a href="https://www.datasciencecentral.com/profiles/blogs/the-different-types-of-business-intelligence-tools">https://www.datasciencecentral.com/profiles/blogs/the-different-types-of-business-intelligence-tools</a></p> <p><a href="https://www.youtube.com/watch?v=6ZjKjKjKjKj">https://www.youtube.com/watch?v=6ZjKjKjKjKj</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What is the primary function of a data warehouse in business intelligence?</li><li>2. How do OLAP tools enable users to analyze data from multiple dimensions?</li><li>3. What are some key features of dashboard and scorecard tools?</li></ol>



<b>Lesson Plan No. 3.5</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Modern Business Intelligence</b>	<b>Course No.: MBA-441</b>
<b>Objectives</b>	<p>At the end of the lesson, the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Understand the concept of modern business intelligence and its importance in modern businesses.</li> <li>• Identify the key components of modern business intelligence.</li> <li>• Explore the benefits of modern business intelligence for businesses.</li> </ul>	
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>	
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Briefly introduce the topic of modern business intelligence and its importance in modern businesses.</li> <li>- Explain the key components of modern business intelligence.</li> <li>- Preview the main points of the lesson.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. <b>**Data Analytics**</b>: <ul style="list-style-type: none"> <li>- The process of analyzing data to extract insights and make informed business decisions.</li> <li>- Requires proficiency in data analysis tools and techniques.</li> </ul> </li> <li>2. <b>**Data Visualization**</b>: <ul style="list-style-type: none"> <li>- The process of presenting data in a visual format to aid in understanding and decision-making.</li> <li>- Requires knowledge of data visualization tools and design principles.</li> </ul> </li> <li>3. <b>**Data Governance**</b>: <ul style="list-style-type: none"> <li>- The process of managing the availability, usability, integrity, and security of data used in business intelligence.</li> <li>- Requires knowledge of data management principles and best practices.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://www.datapine.com/blog/modern-business-intelligence-definition-benefits-and-challenges/">https://www.datapine.com/blog/modern-business-intelligence-definition-benefits-and-challenges/</a></p>	



	<p><a href="https://www.sisense.com/glossary/modern-business-intelligence/">https://www.sisense.com/glossary/modern-business-intelligence/</a> <a href="https://www.youtube.com/watch?v=6ZjKjKjKjKj">https://www.youtube.com/watch?v=6ZjKjKjKjKj</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What is data analytics?</li><li>2. What is data visualization?</li><li>3. What is data governance?</li></ol>



<b>Lesson Plan No. 3.6</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Challenges of Modern Business Intelligence</b>	<b>Course No.: MBA-441</b>
<b>Objectives</b>	<p>At the end of the lesson, the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Understand the common challenges faced in implementing and maintaining modern business intelligence systems.</li> <li>• Identify strategies to overcome these challenges.</li> <li>• Explore the importance of proper data architecture and data quality in modern business intelligence.</li> </ul>	
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>	
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Briefly introduce the topic of modern business intelligence and its importance in modern businesses.</li> <li>• Explain the challenges faced in implementing and maintaining modern business intelligence systems.</li> <li>• Preview the main points of the lesson.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. <b>**Data Security**</b>: <ul style="list-style-type: none"> <li>- The challenge of ensuring the security and privacy of sensitive data used in business intelligence.</li> <li>- Requires knowledge of data security best practices and compliance regulations.</li> </ul> </li> <li>2. <b>**Data Integration**</b>: <ul style="list-style-type: none"> <li>- The challenge of integrating data from multiple sources into a single, unified view for analysis.</li> <li>- Requires knowledge of data integration tools and techniques.</li> </ul> </li> <li>3. <b>**Data Quality**</b>: <ul style="list-style-type: none"> <li>- The challenge of ensuring the accuracy, completeness, and consistency of data used in business intelligence.</li> <li>- Requires knowledge of data quality best practices and data cleansing tools.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol>	



	<p><b>Suggested Reading</b></p> <p><a href="https://www.informationweek.com/big-data/big-data-analytics/challenges-of-modern-business-intelligence/a/d-id/1333037">https://www.informationweek.com/big-data/big-data-analytics/challenges-of-modern-business-intelligence/a/d-id/1333037</a></p> <p><a href="https://www.datapine.com/blog/top-5-challenges-modern-business-intelligence/">https://www.datapine.com/blog/top-5-challenges-modern-business-intelligence/</a></p> <p><a href="https://www.youtube.com/watch?v=6ZjKjKjKjKj">https://www.youtube.com/watch?v=6ZjKjKjKjKj</a></p>
<p><b>Evaluation</b></p>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What is the challenge of data security in modern business intelligence?</li><li>2. What is the challenge of data integration in modern business intelligence?</li><li>3. What is the challenge of data quality in modern business intelligence?</li></ol>



<b>Lesson Plan No. 3.7</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: The Enterprise Business Intelligence Information Workers</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>Understand the roles and responsibilities of information workers in the context of enterprise business intelligence.</li> <li>Identify the skills and qualifications required for information workers in business intelligence.</li> <li>Explore the impact of information workers on the development and application of key business intelligence tools.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint Presentation</li> <li>Online-contents</li> <li>Whiteboard</li> <li>YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Introduce the topic of enterprise business intelligence and the significance of information workers in this domain.</li> <li>Explain the roles and responsibilities of information workers in the context of business intelligence.</li> <li>Preview the main points of the lesson.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li><b>**Business Intelligence Analyst**:</b> <ul style="list-style-type: none"> <li>Responsibilities and skills required.</li> <li>Impact on business intelligence tools and decision-making.</li> </ul> </li> <li><b>**Data Scientist**:</b> <ul style="list-style-type: none"> <li>Role in enterprise business intelligence.</li> <li>Skills and qualifications needed.</li> </ul> </li> <li><b>**Data Engineer**:</b> <ul style="list-style-type: none"> <li>Contribution to business intelligence.</li> <li>Technical expertise and impact on data management.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>Ask students about the discussed concept in the session.</li> </ul>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://www.studocu.com/en-us/document/western-governors-university/data-management-foundations/lesson-7-business-intelligence-u-certify/">https://www.studocu.com/en-us/document/western-governors-university/data-management-foundations/lesson-7-business-intelligence-u-certify/</a></p>



	<a href="https://www.wku.edu/instres/documents/no_do_overs.pdf">https://www.wku.edu/instres/documents/no_do_overs.pdf</a>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are the primary responsibilities of a Business Intelligence Analyst in an enterprise setting?</li><li>2. What skills are essential for a Data Scientist in the field of business intelligence?</li><li>3. How do Data Engineers contribute to the development of business intelligence tools?</li></ol>



<b>Lesson Plan No. 3.8</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: The Enterprise Business Intelligence Information Workers</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the roles and responsibilities of information workers in the context of enterprise business intelligence.</li> <li>• Identify the skills and qualifications required for information workers in business intelligence.</li> <li>• Explore the impact of information workers on the development and application of key business intelligence tools.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Introduce the topic of enterprise business intelligence and the significance of information workers in this domain.</li> <li>• Explain the roles and responsibilities of information workers in the context of business intelligence.</li> <li>• Preview the main points of the lesson.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ol style="list-style-type: none"> <li>1. <b>**Business Intelligence Analyst**</b>: <ul style="list-style-type: none"> <li>- Responsibilities and skills required.</li> <li>- Impact on business intelligence tools and decision-making.</li> </ul> </li> <li>2. <b>**Data Scientist**</b>: <ul style="list-style-type: none"> <li>- Role in enterprise business intelligence.</li> <li>- Skills and qualifications needed.</li> </ul> </li> <li>3. <b>**Data Engineer**</b>: <ul style="list-style-type: none"> <li>- Contribution to business intelligence.</li> <li>- Technical expertise and impact on data management.</li> </ul> </li> </ol> <p><b>3. Exercise (5 minutes) –</b></p> <ul style="list-style-type: none"> <li>- Ask students about the discussed concept in the session.</li> </ul>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://www.studocu.com/en-us/document/western-governors-university/data-management-foundations/lesson-7-business-intelligence-u-certify/">https://www.studocu.com/en-us/document/western-governors-university/data-management-foundations/lesson-7-business-intelligence-u-certify/</a></p>



	<a href="https://www.wku.edu/instres/documents/no_do_overs.pdf">https://www.wku.edu/instres/documents/no_do_overs.pdf</a>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are the primary responsibilities of a Business Intelligence Analyst in an enterprise setting?</li><li>2. What skills are essential for a Data Scientist in the field of business intelligence?</li><li>3. How do Data Engineers contribute to the development of business intelligence tools?</li></ol>



<b>Lesson Plan No. 4.1</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Introduction to Business Intelligence Lifecycle</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"><li>• Define Business Intelligence (BI) and its core components.</li><li>• Understand the phases of the BI lifecycle.</li><li>• Recognize the benefits of implementing BI in an organization.</li></ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"><li>1. PowerPoint Presentation</li><li>2. Online-contents</li><li>3. Whiteboard</li><li>4. YouTube Videos</li></ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Start by asking students about their experience with data in everyday life. Guide them to see how data analysis influences decisions (e.g., choosing a movie based on reviews). Connect this to BI, highlighting its role in organizations.</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"><li>• What is Business Intelligence?<ul style="list-style-type: none"><li>○ Briefly explain BI as the process of gathering, analyzing, and transforming data into actionable insights for decision-making.</li><li>○ Discuss key components like data warehousing, data mining, and reporting tools.</li></ul></li><li>• The BI Lifecycle:<ul style="list-style-type: none"><li>○ Introduce the five main phases: 1. Requirement Gathering, 2. Data Acquisition &amp; Integration, 3. Data Transformation &amp; Modeling, 4. Data Analysis &amp; Reporting, 5. Deployment &amp; Governance.</li><li>○ Briefly explain each phase and its importance in the overall process.</li></ul></li><li>• Benefits of BI:<ul style="list-style-type: none"><li>○ Discuss how BI can lead to improved decision-making, increased efficiency, reduced costs, and enhanced customer satisfaction.</li><li>○ Showcase real-world examples of successful BI implementations in various industries.</li></ul></li></ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>



<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li><li>2. Spend 5 minutes to wrap up and consolidate the learnings</li></ol> <p><b>Suggested Reading</b> <a href="https://www.forbes.com/sites/forbesagencycouncil/2023/08/29/the-power-of-business-intelligence-and-how-to-put-it-into-practice/">https://www.forbes.com/sites/forbesagencycouncil/2023/08/29/the-power-of-business-intelligence-and-how-to-put-it-into-practice/</a> <a href="https://www.youtube.com/watch?v=Hg8zBJ1DhLQ">https://www.youtube.com/watch?v=Hg8zBJ1DhLQ</a></p>
<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li></ol> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What is the main goal of Business Intelligence?</li><li>2. List two key components of BI.</li><li>3. What is the phase in the BI lifecycle where data is cleaned and organized?</li></ol>



<b>Lesson Plan No. 4.2</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Introduction to Business Intelligence with Excel</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Apply basic data analysis techniques using Excel.</li> <li>• Create simple reports and visualizations with Excel charts.</li> <li>• Understand how Excel can be used as a tool for BI.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Start by reviewing the concept of BI and its benefits. Briefly introduce Excel as a readily available tool for basic data analysis.</p> <p><b>2. Development (30 minutes)</b> Data Importing and Cleaning: <ul style="list-style-type: none"> <li>• Demonstrate how to import data from various sources (e.g., CSV files) into Excel.</li> <li>• Show basic data cleaning techniques like sorting, filtering, and removing duplicates.</li> </ul> Data Analysis and Formulas: <ul style="list-style-type: none"> <li>• Introduce common formulas used in BI, such as SUM, AVERAGE, and COUNTIFS.</li> <li>• Guide students through examples of calculating sales figures, customer trends, and product performance.</li> </ul> Creating Reports and Visualizations: <ul style="list-style-type: none"> <li>• Show how to create simple reports using Excel tables and conditional formatting.</li> <li>• Demonstrate how to use charts and graphs to visualize data insights effectively.</li> </ul> </p> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b> <a href="https://support.microsoft.com/en-us/excel">https://support.microsoft.com/en-us/excel</a></p>



	<p><a href="https://chandoo.org/wp/powerbi/">https://chandoo.org/wp/powerbi/</a> <a href="https://support.microsoft.com/en-us/office/create-a-chart-from-start-to-finish-0baf399e-dd61-4e18-8a73-b3fd5d5680c2">https://support.microsoft.com/en-us/office/create-a-chart-from-start-to-finish-0baf399e-dd61-4e18-8a73-b3fd5d5680c2</a> <a href="https://m.youtube.com/watch?v=gjnnqsdvAc0">https://m.youtube.com/watch?v=gjnnqsdvAc0</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What formula would you use to calculate the total sales for a specific product?</li><li>2. How can you filter data based on a specific criteria in Excel?</li><li>3. What is the advantage of using charts and graphs in BI reports?</li></ol>



<b>Lesson Plan No. 4.3</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Introduction to the Enterprise Performance Life Cycle (EPLC) Framework</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Define the EPLC Framework and its purpose.</li> <li>• Understand the three core processes and seven stages of the EPLC.</li> <li>• Explain the benefits of using the EPLC for managing IT projects.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Start by asking students about their experience with managing projects, especially IT projects.</li> <li>• Introduce the concept of a project life cycle and its importance in ensuring successful project outcomes.</li> <li>• Briefly mention the challenges faced in managing IT projects and the need for a standardized framework.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• EPLC Defined: Explain the EPLC Framework as a comprehensive methodology for managing IT projects within an organization.</li> <li>• Core Processes &amp; Stages: Highlight the three core processes (Concept, Development, and Deployment) and their seven constituent stages. Briefly explain each stage's purpose and deliverables.</li> <li>• Benefits of EPLC: Discuss the advantages of using EPLC such as improved alignment with business goals, increased project success rates, enhanced risk management, and better resource allocation.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://www.cisa.gov/resources-tools/services/enterprise-performance-life-cycle-eplc-compliance">https://www.cisa.gov/resources-tools/services/enterprise-performance-life-cycle-eplc-compliance</a>  <a href="https://chandoo.org/wp/powerbi/">https://chandoo.org/wp/powerbi/</a></p>



	<p><a href="https://support.microsoft.com/en-us/office/create-a-chart-from-start-to-finish-0baf399e-dd61-4e18-8a73-b3fd5d5680c2">https://support.microsoft.com/en-us/office/create-a-chart-from-start-to-finish-0baf399e-dd61-4e18-8a73-b3fd5d5680c2</a> <a href="https://www.youtube.com/watch?v=jX41EO6j7Ds">https://www.youtube.com/watch?v=jX41EO6j7Ds</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are the three core processes of the EPLC Framework?</li><li>2. What is the primary objective of the Concept Phase?</li><li>3. List two benefits of using the EPLC Framework for managing IT projects.</li></ol>



Lesson Plan No. 4.4	Course Name: Business Intelligence & Applications Topic: Using the EPLC Framework in Practice	Course No.: MBA-441
<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Apply the EPLC Framework to a practical case study.</li> <li>• Identify the stages and responsibilities involved in each phase of a specific project.</li> <li>• Analyze the potential benefits of using EPLC in the chosen scenario.</li> </ul>	
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>	
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Briefly recap the EPLC Framework and its key components.</li> <li>• Present a real-world IT project scenario, such as implementing a new software system or upgrading critical infrastructure.</li> <li>• Divide students into teams and assign each team a specific stage of the EPLC for the chosen project.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p>Group Work: Guide each team through their assigned stage in the EPLC, asking them to consider:</p> <ul style="list-style-type: none"> <li>• Key tasks and deliverables for the stage.</li> <li>• Roles and responsibilities involved.</li> <li>• Tools and resources needed for successful completion.</li> <li>• Potential challenges and risks to mitigate.</li> </ul> <p>Group Presentations: Allow each team to present their stage's insights and how it fits into the overall EPLC framework.</p> <p><b>3. Exercise (5 minutes) –</b></p> <p>- Ask students about the discussed concept in the session.</p>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://www.cisa.gov/resources-tools/services/enterprise-performance-life-cycle-epc-compliance">https://www.cisa.gov/resources-tools/services/enterprise-performance-life-cycle-epc-compliance</a></p> <p><a href="https://chandoo.org/wp/powerbi/">https://chandoo.org/wp/powerbi/</a></p> <p><a href="https://support.microsoft.com/en-us/office/create-a-chart-from-start-to-finish-0baf399e-dd61-4e18-8a73-b3fd5d5680c2">https://support.microsoft.com/en-us/office/create-a-chart-from-start-to-finish-0baf399e-dd61-4e18-8a73-b3fd5d5680c2</a></p> <p><a href="https://www.youtube.com/playlist?list=PLMatSGqo1c2sjKNz7ZKqVlwl-NFcXziaG">https://www.youtube.com/playlist?list=PLMatSGqo1c2sjKNz7ZKqVlwl-NFcXziaG</a></p>	



<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li></ol> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. How would you determine the success criteria for the Deployment stage in the chosen project?</li><li>2. What potential challenges might a team face during the Initiation stage, and how could they be addressed?</li><li>3. Discuss the value of stakeholder involvement in each phase of the EPLC Framework.</li></ol>
-------------------	--



<b>Lesson Plan No. 4.5</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Framework elements and Life cycle phases of Business Intelligence</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Define Business Intelligence (BI) frameworks and their key elements.</li> <li>• Explain the different phases of the BI life cycle.</li> <li>• Identify the roles and responsibilities involved in each phase.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction</b> (5 minutes) Start with a real-world example of how businesses use data to make informed decisions. Ask students to share their experiences or observations of data-driven decision-making. Briefly introduce the concept of BI and its potential benefits for organizations.</p> <p><b>2. Development</b> (30 minutes)</p> <ul style="list-style-type: none"> <li>• Framework Elements: <ul style="list-style-type: none"> <li>○ Data warehouse: Explain the central repository for storing and integrating data from various sources.</li> <li>○ Data mining: Discuss techniques for extracting patterns and insights from data.</li> <li>○ Reporting and visualization: Explore tools for presenting data in meaningful formats for analysis and decision-making.</li> <li>○ Data governance: Highlight the importance of data quality, security, and privacy in BI projects.</li> </ul> </li> <li>• Life Cycle Phases: <ul style="list-style-type: none"> <li>○ Planning: Define business requirements, identify data sources, and select appropriate tools.</li> <li>○ Data acquisition and integration: Extract, transform, and load data into the data warehouse.</li> <li>○ Data modeling and analysis: Build data models and apply data mining techniques to extract insights.</li> <li>○ Reporting and visualization: Develop reports and dashboards to communicate insights to stakeholders.</li> <li>○ Deployment and maintenance: Implement BI solutions and ensure ongoing data quality and system maintenance.</li> </ul> </li> </ul>



	<p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<p>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> <p><b>Suggested Reading</b> <a href="https://www.selecthub.com/business-intelligence/business-intelligence-concepts/">https://www.selecthub.com/business-intelligence/business-intelligence-concepts/</a> <a href="https://theecmconsultant.com/what-is-the-business-intelligence-cycle/">https://theecmconsultant.com/what-is-the-business-intelligence-cycle/</a> <a href="https://m.youtube.com/watch?v=jtCsoEw3Ykg">https://m.youtube.com/watch?v=jtCsoEw3Ykg</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are the three main elements of a typical BI framework?</li><li>2. Which phase of the BI life cycle focuses on translating business needs into technical requirements?</li><li>3. What is the role of data governance in BI projects?</li></ol>



<b>Lesson Plan No. 4.6</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Human factors in business intelligence (BI) implementation</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the importance of human factors in successful BI implementation.</li> <li>• Identify key human challenges in BI adoption and utilization.</li> <li>• Learn strategies to address human factors and maximize user engagement.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Start with a real-world example of a successful (or failed) BI implementation, highlighting the role of user behavior. Ask students to share their own experiences with data tools or platforms.</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• <b>Understanding the User:</b> Discuss different user groups within an organization and their unique needs and expectations for BI tools. Analyze common challenges faced by users, such as resistance to change, lack of training, or data overload.</li> <li>• <b>Building a Culture of Data:</b> Explain the importance of fostering a data-driven culture within the organization. Explore strategies like promoting data literacy, encouraging collaboration, and celebrating data-driven successes.</li> <li>• <b>Change Management for BI Adoption:</b> Emphasize the crucial role of effective change management in BI implementation. Discuss various techniques like user involvement, communication plans, and training programs to facilitate user adoption.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b>  <a href="https://sloanreview.mit.edu/topic/analytics-business-intelligence/">https://sloanreview.mit.edu/topic/analytics-business-intelligence/</a>  <a href="https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/">https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/</a></p>



	<a href="https://m.youtube.com/watch?v=nouHNQWtbN0">https://m.youtube.com/watch?v=nouHNQWtbN0</a>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are three common human challenges in BI adoption?</li><li>2. How can organizations create a culture of data within the workplace?</li><li>3. Describe two key elements of a successful change management strategy for BI implementation.</li></ol>



<b>Lesson Plan No. 4.7</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Human-centric strategies for successful BI implementation</b>	<b>Course No.: MBA-441</b>
----------------------------	---	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>Identify practical methods for engaging users and encouraging BI adoption.</li> <li>Develop strategies for effective training, communication, and support to maximize BI utilization.</li> <li>Analyze real-world examples of successful user engagement initiatives.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint Presentation</li> <li>Online-contents</li> <li>Whiteboard</li> <li>YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>Recap the importance of human factors in BI success from the previous lesson.</li> <li>Introduce the concept of user engagement and its benefits for BI adoption and ROI.</li> <li>Briefly highlight the various strategies that can be employed to engage users with BI tools.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>Tailored training and support: Discuss the importance of providing user-specific training programs and ongoing support to address individual needs and skill levels. Explore different training methods and support channels to ensure knowledge retention and effective utilization of BI tools.</li> <li>Communication and feedback loops: Emphasize the importance of clear and consistent communication about BI goals, features, and benefits. Discuss methods for gathering user feedback and incorporating it into future development and improvement efforts.</li> <li>Data visualization and storytelling: Highlight the power of compelling data visualizations and storytelling techniques in engaging users and making complex data accessible and actionable. Provide examples of effective data visualization practices and storytelling strategies.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> </ol>



	<p><b>Suggested Reading</b></p> <p><a href="https://sloanreview.mit.edu/topic/analytics-business-intelligence/">https://sloanreview.mit.edu/topic/analytics-business-intelligence/</a> <a href="https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/">https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/</a> <a href="https://m.youtube.com/watch?v=nouHNQWtbN0">https://m.youtube.com/watch?v=nouHNQWtbN0</a> <a href="https://m.youtube.com/watch?v=jtCsoEw3Ykg">https://m.youtube.com/watch?v=jtCsoEw3Ykg</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What are two key components of a successful user training program for BI tools?</li><li>2. Describe two methods for encouraging ongoing communication and feedback between BI users and the development team.</li><li>3. How can data visualization be used to improve user engagement and understanding of complex data insights?</li></ol>



<b>Lesson Plan No. 4.8</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Business Intelligence Strategy &amp; Business Revolution</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>Define and understand the concept of Business Intelligence (BI).</li> <li>Analyze the role of BI in driving business transformation and revolution.</li> <li>Identify key components of a successful BI strategy.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint Presentation</li> <li>Online-contents</li> <li>Whiteboard</li> <li>YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Start by posing a real-world scenario of a struggling business. Ask students how data-driven insights could help it thrive. Introduce BI as the key to unlocking these insights and revolutionizing businesses.</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>What is Business Intelligence? Explain BI as the process of gathering, analyzing, and transforming data into actionable insights for informed decision-making. Highlight its tools like dashboards, reports, and data visualization.</li> <li>BI as a Catalyst for Business Revolution: Discuss how BI empowers businesses to optimize operations, identify market trends, personalize customer experiences, and gain a competitive edge. Provide examples of companies successfully leveraging BI for growth.</li> <li>Building a Winning BI Strategy: Emphasize the importance of clear goals, data governance, choosing the right technology, and fostering a data-driven culture. Briefly mention key considerations like data integration, security, and scalability.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b> <a href="https://www.mckinsey.com/industries/public-sector/how-we-help-clients/digital-and-analytics">https://www.mckinsey.com/industries/public-sector/how-we-help-clients/digital-and-analytics</a></p>



	<p><a href="https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/">https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/</a></p> <p><a href="https://m.youtube.com/watch?v=nouHNQWtbN0">https://m.youtube.com/watch?v=nouHNQWtbN0</a></p> <p><a href="https://m.youtube.com/watch?v=jtCsoEw3Ykg">https://m.youtube.com/watch?v=jtCsoEw3Ykg</a></p>
<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. Differentiate between raw data and business intelligence.</li><li>2. Name two ways BI can revolutionize a business's marketing strategy.</li><li>3. What are three essential elements of a successful BI strategy?</li></ol>



<b>Lesson Plan No. 4.9</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Implementing a BI Strategy for Business Transformation</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"><li>• Apply learnings from Lesson 1 to a practical scenario.</li><li>• Identify key performance indicators (KPIs) relevant to a specific business case.</li><li>• Design a basic BI dashboard to visualize and analyze data.</li></ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"><li>1. PowerPoint Presentation</li><li>2. Online-contents</li><li>3. Whiteboard</li><li>4. YouTube Videos</li></ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Recap the key takeaways from Lesson 1 and transition to a hands-on activity. Divide students into teams and present a business challenge (e.g., increasing online sales).</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"><li>• <b>Defining KPIs for Success:</b> Guide students through brainstorming relevant KPIs (e.g., website traffic, conversion rate, customer churn) to measure the impact of their BI strategy in the chosen business case.</li><li>• <b>Designing a Data-Driven Dashboard:</b> Introduce basic dashboard design principles and tools. Encourage teams to sketch and discuss functionalities to effectively visualize and analyze the chosen KPIs.</li><li>• <b>Building a Roadmap for Implementation:</b> Help students outline key steps for implementing their BI strategy, considering data sources, technology needs, and resource allocation.</li></ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li><li>2. Spend 5 minutes to wrap up and consolidate the learnings</li></ol> <p><b>Suggested Reading</b> <a href="https://hbr.org/data-visuals/2021/07/does-your-dashboard-work">https://hbr.org/data-visuals/2021/07/does-your-dashboard-work</a> <a href="https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/">https://www.forbes.com/sites/forbestechcouncil/2022/08/17/how-to-lead-a-successful-business-intelligence-implementation/</a> <a href="https://www.youtube.com/watch?v=c7LrqSxjJQQ">https://www.youtube.com/watch?v=c7LrqSxjJQQ</a></p>



<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li></ol> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. For your assigned business challenge, name three crucial KPIs to track progress.</li><li>2. Explain how your designed dashboard would present insights related to one of your chosen KPIs.</li><li>3. Briefly outline two potential challenges you might face while implementing your BI strategy and suggest solutions.</li></ol>
-------------------	--



<b>Lesson Plan No. 5.1</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: Introduction to Business Intelligence Case Studies</b>	<b>Course No.: MBA-441</b>
----------------------------	--	----------------------------

<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Define BI and its role in decision-making.</li> <li>• Understand the benefits of using case studies in learning BI.</li> <li>• Identify key components of a BI case study.</li> </ul>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Start with a real-world example of how a company used BI to solve a problem or improve performance. Briefly explain the concept of BI and its importance in today's data-driven business world.</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• What are BI case studies? Explain the structure and purpose of BI case studies, highlighting key elements like company background, business challenge, BI implementation, results, and lessons learned.</li> <li>• Benefits of using BI case studies: Discuss how case studies can provide practical insights, showcase successful BI applications, and facilitate active learning.</li> <li>• Components of a BI case study: Break down the typical structure of a BI case study, including situation analysis, data analysis, solution design, implementation, and evaluation.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"> <li>• Harvard Business Review: <a href="https://hbr.org/2020/02/are-you-using-your-data-or-just-collecting-it">https://hbr.org/2020/02/are-you-using-your-data-or-just-collecting-it</a></li> <li>• MIT Sloan Management Review: <a href="https://sloanreview.mit.edu/topic/analytics-business-intelligence/">https://sloanreview.mit.edu/topic/analytics-business-intelligence/</a></li> <li>• YouTube Video: "Business Intelligence Case Studies: Best Practices" by Decision First Intelligence: <a href="https://www.youtube.com/watch?v=qB0vpslPn4">https://www.youtube.com/watch?v=qB0vpslPn4</a></li> </ul>



<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. What is the primary purpose of using BI in a business?</li><li>2. Describe two key benefits of using case studies in learning BI.</li><li>3. Identify three main components of a typical BI case study.</li></ol>



<b>Lesson Plan No. 5.2</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: BI Case Studies in Retail</b>	<b>Course No.: MBA-441</b>
<b>Objectives</b>	At the end of the lesson, the student shall be able to: <ul style="list-style-type: none"> <li>• Understand the challenges and opportunities of BI in retail.</li> <li>• Analyze a retail case study focusing on customer behavior and demand forecasting.</li> <li>• Identify BI tools and techniques used in retail analytics.</li> </ul>	
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>	
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Present statistics on the increasing adoption of BI in retail and highlight common challenges faced by retailers like customer churn, inventory management, and personalized marketing.</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• Challenges and opportunities of BI in retail: Discuss how BI can help retailers address issues like pricing optimization, targeted marketing campaigns, and supply chain efficiency.</li> <li>• Case study analysis: Choose a specific retail case study (e.g., Walmart's use of BI for inventory management) and guide students through analyzing the situation, BI implementation, and achieved results.</li> <li>• BI tools and techniques in retail: Briefly introduce popular BI tools and techniques used in retail analytics, such as data warehousing, customer segmentation, and predictive modeling.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <ul style="list-style-type: none"> <li>• Forbes: <a href="https://www.forbes.com/sites/forbestechcouncil/2023/06/06/how-analytics-make-for-a-smarter-retail-business/">https://www.forbes.com/sites/forbestechcouncil/2023/06/06/how-analytics-make-for-a-smarter-retail-business/</a></li> <li>• McKinsey &amp; Company: <a href="https://www.mckinsey.com/industries/retail/our-insights">https://www.mckinsey.com/industries/retail/our-insights</a></li> <li>• YouTube Video: "Retail Business Intelligence: 5 Key Strategies" by Qlik: <a href="https://m.youtube.com/watch?v=jtCsoEw3Ykg">https://m.youtube.com/watch?v=jtCsoEw3Ykg</a></li> </ul>	



<b>Evaluation</b>	<p>1. Reflective Questions (What, why, Who?). Allow students to answer.</p> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. How can BI help retailers improve customer satisfaction and loyalty?</li><li>2. Briefly explain the concept of customer segmentation in retail analytics.</li><li>3. Mention two BI tools commonly used in retail inventory management.</li></ol>
-------------------	--



<b>Lesson Plan No. 5.3</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: BI Case Studies in Healthcare</b>	<b>Course No.: MBA-441</b>
<b>Objectives</b>	<p>At the end of the lesson, the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Explore the role of BI in improving healthcare outcomes and operations.</li> <li>• Analyze a healthcare case study focusing on disease prediction and resource allocation.</li> <li>• Discuss ethical considerations in using BI in healthcare.</li> </ul>	
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>	
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b> Start with the growing importance of data analytics in healthcare and its potential to improve patient care, reduce costs, and optimize resource utilization.</p> <p><b>2. Development (30 minutes)</b></p> <ul style="list-style-type: none"> <li>• BI in healthcare: Explain how BI can be used for disease prediction, fraud detection, clinical decision support, and personalized medicine.</li> <li>• Case study analysis: Choose a healthcare case study (e.g., using BI to predict patient readmissions) and guide students through understanding the problem, BI solution, and impact on healthcare outcomes.</li> <li>• Ethical considerations: Discuss the importance of data privacy, security, and transparency in healthcare BI applications.</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b> <a href="https://www.brief.health/categories/healthcare-it-news-business-intelligence/">https://www.brief.health/categories/healthcare-it-news-business-intelligence/</a></p>	



<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li></ol> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. How can BI help healthcare providers improve patient diagnosis and treatment?</li><li>2. What are some ethical concerns surrounding the use of BI in healthcare?</li><li>3. Briefly explain the concept of clinical decision support systems in healthcare.</li></ol>
-------------------	---



<b>Lesson Plan No. 5.4</b>	<b>Course Name: Business Intelligence &amp; Applications</b> <b>Topic: BI Case Studies in Healthcare</b>	<b>Course No.: MBA-441</b>
<b>Objectives</b>	<p>At the end of the lesson, the student shall be able to:</p> <ul style="list-style-type: none"> <li>• Understand the importance of Business Intelligence (BI) in the healthcare sector.</li> <li>• Learn about the challenges faced by healthcare providers in implementing BI.</li> <li>• Explore the benefits of BI in the healthcare sector.</li> </ul>	
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>1. PowerPoint Presentation</li> <li>2. Online-contents</li> <li>3. Whiteboard</li> <li>4. YouTube Videos</li> </ol>	
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>• Explain the relevance of BI in the healthcare industry.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p><b>Challenges in Implementing BI in Healthcare:</b></p> <ul style="list-style-type: none"> <li>• Data privacy and security</li> <li>• Integration of disparate data sources</li> <li>• Cost and resource constraints</li> <li>• Resistance to change</li> </ul> <p><b>Benefits of BI in Healthcare:</b></p> <ul style="list-style-type: none"> <li>• Improved patient outcomes</li> <li>• Enhanced operational efficiency</li> <li>• Increased revenue and cost savings</li> <li>• Competitive advantage</li> </ul> <p><b>3. Exercise (5 minutes) –</b> - Ask students about the discussed concept in the session.</p>	
<b>Closure</b>	<ol style="list-style-type: none"> <li>1. Summarize the Lesson Learning Outcomes and get affirmation from Students on these.</li> <li>2. Spend 5 minutes to wrap up and consolidate the learnings</li> </ol> <p><b>Suggested Reading</b></p> <p><a href="https://www.healthcareitnews.com/news/business-intelligence-healthcare-challenges-and-benefits">https://www.healthcareitnews.com/news/business-intelligence-healthcare-challenges-and-benefits</a></p> <p><a href="https://www.brief.health/categories/healthcare-it-news-business-intelligence/">https://www.brief.health/categories/healthcare-it-news-business-intelligence/</a></p> <p><a href="https://www.investopedia.com/terms/b/business-intelligence-healthcare.asp">https://www.investopedia.com/terms/b/business-intelligence-healthcare.asp</a></p>	



<b>Evaluation</b>	<ol style="list-style-type: none"><li>1. Reflective Questions (What, why, Who?). Allow students to answer.</li></ol> <p><b>Reflective Questions:</b></p> <ol style="list-style-type: none"><li>1. How can BI help healthcare providers improve patient diagnosis and treatment?</li><li>2. What are some ethical concerns surrounding the use of BI in healthcare?</li><li>3. Briefly explain the concept of clinical decision support systems in healthcare.</li></ol>
-------------------	---