MULTIMEDIA UNIVERSITY®

SUMMARY OF INFORMATION ON EACH COURSE

1.	Name of Course	Business Intelligence	
2.	Course Code	TBI3131	
3.	Status of Course [Applies to (cohort)]	Specialisation Core for B.IT (Hons) Information Technology Management	
4.	MQF Level/Stage Note : *Certificate – MQF Level 3* *Diploma – MQF Level 4* *Bachelor – MQF Level 6* *Masters – MQF Level 7* *Doctoral – MQF Level 8*	Bachelor – MQF Level 6	
5.	Version (State the date of the Senate approval – history of previous and current approval date)	Date of previous version : June 2014 Date of current version : June 2015	
6.	Pre-Requisite	TDB1131	
7.	Name(s) of academic/teaching staff	Lew Sook Ling Kalaiarasi Sonai Muthu	
8.	Semester and Year offered	Trimester 1, Year 3	
9.	Objective of the course in the programme: The purpose of this course is to introduce students to the basic concepts of business intelligence, show the need and explain the use of business intelligence in corporations of different sizes, expose students to available tools and practices in the industry as well as expose students to the current trends in business intelligence.		
10.	Justification for including the course in the programme: Business intelligence (BI) is an enabler which provides the right information in the right context to the right person at the right time. This in turn, gives organisations the insight they need to achieve real business agility. Students with this knowledge have a higher value to enterprises since they are able to use the knowledge to support decision making, provide query and reporting analysis and etc.		
11.	Course Learning Outcomes :	Domain	Level
	LO1 To identify key components of Business Intelligence tool sets.	Cognitive	Level 1
	LO2 To differentiate Business Intelligence tools and practices and other leveraging technologies.	Cognitive	Level 2

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	LO3 To articulate examples of how businesses are using Business Intelligence tools to enhance competitiveness and profitability.	Cognitive	Level 3
	LO4 To recommend Business Intelligence tools and practices align with business strategies based on case analysis.	Cognitive	Level 4

12. Mapping of Learning Outcomes to Programme Outcomes :

Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1	X						X	X	
LO2	X						X	X	
LO3							X	X	
LO4							X	X	

13. Assessment Methods and Types :

Method and Type	Description/Details	Percentage
1 Quiz	Quizzes	10
2 Assignment	Assignments	20
3 Test	Written examination	20
4 Final Examination	Written examination	50

14. Mapping of assessment components to learning outcomes (LOs)

Assessment Components	LO1	LO2	LO3	LO4
Quiz	10	10	10	
Assignment	20	20	20	100
Test	20	20	20	
Final Examination	50	50	50	

15. Details of Course

Topics	Mode of Delivery	
	Lecture	Tutorial

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	Introduction to Business Intelligence • Business environment and computerized decision support • Business Intelligence (BI) Framework • Intelligence Creation and Use and BI Governance • Transaction Processing vs. Analytic Processing • Major Tools and Techniques of Business Intelligence • Successful Business Intelligence Implementation	2	1
	Data Warehousing • Definitions and concepts • Process overview • Architecture • Data warehouse development • Administration and security issues • Real-time data warehousing	4	2
	Business Process Management (BPM) • Overview and concepts • Performance management • BPM Methodologies, architecture and applications • Scorecards and dashboards • Business activity monitoring	4	2

	Business Analytics • Online analytical processing (OLAP) • Reports and queries • Multidimensionality • Advanced business analytics • Data visualization • Real-time business intelligence, automated decision support and competitive intelligence • Usage, benefits and success of business analytics	4	2
	Data Mining for Business Intelligence • Concepts and applications • Techniques and tools • Data mining projects and processes	6	3
	Text mining and web mining • Communication and communication process diagram • Relationships between non-verbal communication with emotional labour and emotional contagion • Conditions on requiring a channel with high data-carrying capacity • Communication strategies in organizational hierarchies • Key features of persuasive communication	4	2

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	Business Intelligence Implementation • Implementing BI: an overview • BI and integration implementation • Connecting BI systems to databases and other enterprise systems • On-demand BI • Legality, Privacy and ethical issues • Web 2.0 revolution • Online social networking • Virtual worlds	4	2
	Total	**28**	**14**

	Total Student Learning Time (SLT)	Face to Face / Guided Learning	Independent Learning
	Lecture	28	28
	Tutorials	14	14
	Laboratory/Practical	0	0
	Presentation	0	0
	Assignment	0	10
	Mid Term Test	1	5
	Final Exam	2	16
	Sub Total	45	75
	Total SLT	**120**	
16.	Credit Value	3	

17. Reading Materials :

Textbooks

Sharda, R., Delen, D., Turban, E. (2014) Business Intelligence: A Managerial Approach on Analytics 3/e, Prentice Hall. (ISBN-13:978-1-292-00487-7)

Reference Material (including 'Statutes' for Law)

Cindi Howson, Elizabeth Newbould and Clark Duey. (2012). SAP BusinessObjects BI 4.0 The Complete Reference 3/E. Electronic book. McGraw Hill Education.
ISBN: 0071773118 / 9780071773119.

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Appendix (to be compiled when submitting the complete syllabus for the programme) :

1. Mission and Vision of the University and Faculty
2. Programme Objectives or Programme Educational Objectives
3. Programme Outcomes (POs)
4. Mapping of POs to the 8 MQF domain
5. Summary of the Bloom's Taxonomy's Domain Coverage in all the Los in the format below :

Subject	Learning Outcomes (please state the learning 0utcomes)	Bloom's Taxonomy Domain		
		Affective	Cognitive	Psychomotor
ABC1234	Learning Outcome 1			
	Learning Outcome 2			
	Learning Outcome 3			
	Learning Outcome 4			
DEF5678	Learning Outcome 1			
	Learning Outcome 2			
	Learning Outcome 3			
	Learning Outcome 4			

6. Summary of LO to PO measurement
7. Measurement and Tabulation of result for LO achievement
8. Measurement Tabulation of result for PO achievement