

Brief Course Outline

Course Title: **Business Intelligence**

Course Number and Section:

MOS

2235B 550

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

Organizations increasingly rely on data and sophisticated analytical tools to make effective, strategic decisions and thus look for workers with a data-driven mindset and business analytics skills. This course will enable you to develop an understanding of the vast amount of data that is available to organizations, and teach you the skills to access, prepare, analyze and visualize this data to support decision-making, solve business problems, and remain competitive. This course is heavily based on hands-on activities, providing you with practice implementing data analytic techniques and using tools for business intelligence. The focus is on techniques and tools that can be used by individuals in an organization to gain insight into complex business problems. The techniques that will be used are extended data analysis and data visualization. These analytics techniques will be supported with applications such as MS Excel, Power BI and Tableau.

Learning Outcomes:

Recognize business problems that can be addressed with Business Analytics tools.

Get familiar with overall business analytics concepts, and descriptive analytics techniques

Develop strong modeling skills in Excel and Power BI

Learn about data visualization concepts and select appropriate data visualization techniques

Apply tools to visualize data, including Tableau, Excel and Power BI

Textbooks and Course Materials:

Optional Textbook: Excel 2016 Data Analysis and Business Modeling, Wayne L. Winston
Show Me the Numbers, Stephen Few, 2nd Edition, Analytics Press
The Big Book of Dashboards: Visualizing Your Data Using Real-World
Business Scenarios, Steve Wexler, Jeffrey Shaffer, Andy Cotgreave,
Wiley.

Course Materials: Instructor-generated materials.

Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Class participation		5%
Weekly Assignments		15%
Midterm Exam		35%
Quiz		15%
Business Intelligence Project		30%

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Tuesday, November 28, 2023