هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

T-104
2022

Course Specification

Course Title:	**Business Intelligence**
Course Code:	**IS1759**
Program:	**Computer Information Systems**
Department:	**Computer Information Systems**
College:	**College of Computer Science & Information Technology**
Institution:	**Al-Baha University**
Version:	**T-104-2022**
Last Revision Date:	**22/02/2023**

Table of Contents:

A. General information about the course:

Course Identification	
1. Credit hours:	3 Credit Hours (3, 0, 0) (Lecture, Lab, Tutorial) (3 Contact Hours)
2. Course type	
a.	University ☐ College ☐ Department☒ Track☐ Others☐
b.	Required ☐ Elective☒
3. Level/year at which this course is offered:	Elective course (10th Level/ 4th Year)
4. Course general Description	This course provides an introduction to the concepts of business intelligence (BI) as components and functionality of information systems. It explores how business problems can be solved effectively by using operational data to create data warehouses, and then applying data mining tools and analytics to gain new insights into organizational operations. Detailed discussion of the analysis, design and implementation of systems for BI, including: the differences between types of reporting and analytics, enterprise data warehousing, data management systems, decision support systems, knowledge management systems, big data and data/text mining. Case studies are used to explore the use of application software, web tools, success and limitations of BI as well as technical and social issues.
5. Pre-requirements for this course (if any): IS1503- Data and Information Management	
6. Co- requirements for this course (if any): None	
7. Course Main Objective(s)	• Introduce the concepts and components of Business Intelligence (BI) • Evaluate the technologies that make up BI (data warehousing, OLAP) • Define how BI will help an organization and whether it will help yours • Identify the technological architecture that makes up BI systems • Plan the implementation of a BI system

1. Teaching mode(mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	100%
2.	E-learning		
3.	Hybrid • Traditional classroom • E-learning		
4.	Distance learning		

2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
	Total	30

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Describe Business Intelligence	K1	Lectures Assignments	Homework Midterm Quizzes Final exam
1.2	Memorize Data warehouse, ERP and CRM	K2		
1.3	Describe business intelligence and financial information	K3		
2.0	Skills			
2.1	Understanding enterprise and departmental Business intelligence	S1	Lectures Assignments	Homework Midterm Quizzes Final exam
2.2	Power and usability in Business intelligence	S2		
2.3	Develop solutions for querying and reporting	S3		
3.0	Values, autonomy, and responsibility			
3.1	Interacting groups collaboratively	V1	-Small Groups	-oral presentation

C. Course Content

No	List of Topics	Contact Hours
1	An Introduction to the Business Intelligence, combination and business and technology	3
2	Getting to Know data warehouse, organization of data warehouse	5
3	Enterprise resource planning and customer relationship in Business Intelligence, decisions about customers	5
4	Business Intelligence with OLAP and OLTP	3
5	Online analytical Processing applications and functionality	3
6	OLAP architecture and basics of data mining	5
7	Business Intelligence with data mart and analytical data	3
8	Strategical and tactical Business Intelligence	3
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Homework exercises and/or programming assignments	5	10%
2	Report and Class discussions	9	5%
3	Midterm	6	15%
4	Quizzes	9	10%
5	Final Exam	11	60%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

Wilfried Grossmann (Author), Stefanie Rinderle-Ma

1.References and Learning Resources

Essential References	Fundamentals of Business Intelligence, Wilfried Grossmann and Stefanie Rinderle-Ma (2016), Springer. Decision Support and Business Intelligence Systems: International Edition, 9th edition (the latest version as of November 2011) by: Efraim Turban, Ramesh Shadra, and Dursun Delen; Pearson Publishing.
Supportive References	Electronic Journals will be used in this course; links to relevant online journals will be provided in the course website
Electronic Materials	Access to the Saudi Digital Library(SDL). Usingthelearningmanagementsystemoftheuniversity–RafidSystem(https://lms.bu.edu.sa/).
Other Learning Materials	Case Studies, weekly workshop exercises, links to relevant library resources available to the UNSW students, announcements, discussion forums, and more http://www.asb.unsw.edu.au/learningandteaching/Documents/writingacaseanalysis.pdf

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	A class room or lecture hall with white board for 25 students
Technology equipment (projector, smart board, software)	**A digital image projection system with connection to desktop computer and laptop computer.**

Items	Resources
	High speed Internet connection. An instructor computer station.
Other equipment (depending on the nature of the specialty)	Rafid

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	•Students •Faculty •Peer Reviewers •Program Leader •Course Coordinator	•Surveys(indirect). •Direct feedback from students. •Course evaluation by Peer Reviewers(indirect). •Class visit by Program Leader(indirect) •Comprehensive Course report(where we can find information about teaching difficulties and action plan, …)
Effectiveness of students assessment	•Students •Faculty •Peer Reviewers •Program Leader •Exam Evaluation Committee •Course Coordinator	•Surveys(indirect). •Direct feedback from students. •Course evaluation by Peer Reviewers(indirect). •Class visit by Program Leader(indirect) •Exam evaluation by the Exam Evaluation Committee (indirect)
Quality of learning resources	•Faculty •Program Leader •Course Coordinator	•Student Results(direct) •Comprehensive Course report(where we can find the CLO assessment results)
The extent to which CLOs have been achieved	•Students •Faculty	•Surveys(indirect) •Course evaluation by Peer Reviewers(indirect). •ComprehensiveCourserep

Assessment Areas/Issues	Assessor	Assessment Methods
	•Peer Reviewers •Course Coordinator	ort(wherewecanfindinformationaboutdifficultiesandchallengesaboutlearningresourcesaswellas Consequences and action plan,…)
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods(Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	Curriculum Committee Meeting
REFERENCE NO.	
DATE	March 23, 2023