Gautam Buddha University School of Management
Greater Noida
Programme: MBA
Course: Business Intelligence

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Department: Business Management	**Credit:** 2
Sessions: 30	**Each Session:** 60 minutes

Introduction: BI(Business Intelligence) is a set of processes, architectures, and technologies that convert raw data into meaningful information that drives profitable business actions. It is a suite of software and services to transform data into actionable intelligence and knowledge. BI has a direct impact on organization's strategic, tactical and operational business decisions. BI supports fact-based decision making using historical data rather than assumptions and gut feeling. BI tools perform data analysis and create reports, summaries, dashboards, maps, graphs, and charts to provide users with detailed intelligence about the nature of the business.

Aims and Objectives: This course is designed to help the students to start their carrier in Business Intelligence by giving them a understanding of exactly what BI is and give them a hands-on on various tools that are used in the industry. The objective of the course is
1. Understanding of various forms of data
2. How to retrieve useful information from the data
3. How to use the information retrieved to answer various business problems
4. How to present the information retrieved in form of graphs and charts so it could be presented to various stakeholders in the company

Pedagogy: Class time will be used to expose various concepts and tools and illustrate their applications to business situations. The emphasis in the class will be on learning tools by doing various exercises. Success (or failure) in this course will, therefore, to a large extent be determined by the amount of effort that the student put in outside class and how much practice they have done on the tools told to them .Homework may be assigned and is due at the beginning of class on the designated submission date.

Learning Outcomes: By the end of the course, it is expected that the students will be able to
- Understand basic BI tools.
- Develop skills in Excel, SQL, Tableau
- Apply the above tools in solving various business problems.
- Understand the importance of BI in an organization.

Evaluation Scheme:

Assignments/Cases/ Presentations:	15%
Mid-Term Exam:	15%
End-Sem Exam:	70%

Text Book:

Notes will be provided.

Session Plan: (*Each session of 60 minutes*)

Session No.	Topics to be covered	Readings
1 – 3	**Module I : Various forms of data and role of BI** Understanding various forms of data – Structured, Semi- Structured and Unstructured. Various tools which can be used to analyze these data.	Notes
4-10	**Module II : Understanding of Excel** Understanding Excel and how it can be used to analyze and visualize data. Excel formulae – SUMIF, COUNTIF, VLOOKUP, PIVOT TABLES etc.	Notes
11-15	**Module III :Understanding SQL** Developing knowledge of various databases and learning how to retrieve information from the table. Learning various commands of SQL.	Notes
16-20	**Module IV: Data Visualization** Learning what is data visualization and how it is an important aspect of Business Intelligence. Working on Tableau and using it to plot charts and tables.	Notes
21-26	**Module V: Machine Learning** Linear regression, Logistic regression, KNN, SVM, XGBoost, K-means, Gradient Descent	Notes
27-30	**Module V : Project** Using the above mentioned tools on a dataset to answer various business problems	Notes

* TB- Text Book, RB- Reference Book