M.A. PROGRAM IN BUSINESS MANAGEMENT (WITH THESIS)
COURSE SYLLABUS FORM

Course Details						
Code				**Academic Year**		**Semester**
BM056				1		Elective
Title				**T**	**A**	**L**	**ECTS**
Business Intelligence				3	0	0	6

Language	English					
Level	**Undergraduate**		**Graduate**	X	**Postgraduate**	
Department / Program	Business Management					
Forms of Teaching and Learning	Face to face					
Course Type	**Compulsory**		**Elective**		X	
Objectives	Imparting basic knowledge about basic concepts and models of Business Intelligence and theoretical and practical examining of Business Intelligence projects in business					
Content	Business intelligence models, technologies, project operation and application examples					
Prerequisites	-					
Coordinator	Assoc. Prof. Dr. Müge KLEIN					
Lecturer(s)	-					
Assistant(s)	-					
Work Placement	-					

Recommended or Required Reading	
Books / Lecture Notes	-
Other Sources	- Sherman, R. (2014). *Business intelligence guidebook: From data integration to analytics*. Newnes. - Moss, L. T., & Atre, S. (2003). *Business intelligence roadmap: the complete project lifecycle for decision-support applications*. Addison-Wesley Professional.

Additional Course Material	
Documents	-
Assignments	-
Exams	-

Course Composition	
Mathematics und Basic Sciences	20%
Engineering	%
Engineering Design	%
Social Sciences	50%
Educational Sciences	%

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Natural Sciences		%
Health Sciences		%
Expert Knowledge		30%

Assessment

Activity	Count	Percentage (%)
Midterm Exam		40
Quiz		
Assignments		
Attendance		
Recitations		
Projects		
Final Exam		60
Total		**100**

ECTS Points and Work Load

Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	14	3	42
Assignments	1	12	12
Presentation / Seminar Preparation			
Midterm Exam	1	36	36
Recitations			
Laboratory			
Projects			
Final Exam	1	48	48
Total Work Load			**180**
ECTS Points (Total Work Load / Hour)			**6**

Learning Outcomes

1	Students understand the operation of business intelligence applications
2	Students understand the importance of business intelligence applications' support for today's businesses

Weekly Content

1	Introduction to Business Intelligence
2	Business Intelligence and Data Warehousing
3	Business Intelligence and ERP
4	Business Intelligence Models – Basic Reporting

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5	Business Intelligence Models – OLAP
6	Business Intelligence Models – Dashboards
7	Advanced Business Intelligence Technologies
8	Business Intelligence Strategy
9	Business Intelligence Project – Requirements and Planning
10	Business Intelligence Project – Data Analysis
11	Business Intelligence Project – Database Design
12	Business Intelligence Project – Application Development
13	Business Intelligence Applications – Case Study
14	Business Intelligence Applications – Case Study
15	Business Intelligence Applications – Case Study

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
1	1	4	1	1	5	4	5	1	1	1	1	1	2
2	2	4	2	4	5	4	5	1	1	1	1	1	2

Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

Compiled by:	Assoc. Prof. Dr. Müge KLEIN (Head of Sub-Department Management and Organization)
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