



Lincoln University

– BA 355 –

Special Topics in Management Information Systems

– Business Intelligence –

COURSE SYLLABUS

Spring, 2011

Lecture Schedule: Monday, 3:30 PM – 6:15 PM
Credit: 3 units
Instructor: Prof. Sergey Aityan
Office Hours: Monday, 11:00 AM – 12:00 PM (noon)
Tuesday, 11:00 AM – 12:00 PM (noon)
Students are advised to schedule appointments on the appointment list on the board at the professor's office that will ensure exact appointment time without waiting.
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Textbook: **1. Main Textbook:**
Efraim Turban, Ramesh Sharda, Dursun Delen, and David King,
Business Intelligence: A Managerial Approach, Second Edition,
Prentice Hall, 2011
ISBN 10: 0-13-610066-X
ISBN 13: 978-0-13-610066-9

Last Revision: January 5, 2011

CATALOG DESCRIPTION

The course focuses on important areas of information systems not covered by the regularly offered courses. A specific topic for it is chosen by teaching instructor and announced in the syllabus. (3 units)

Prerequisite: BA 350

COURSE OBJECTIVES

To introduce students to the basic concepts of Business Intelligence, its purpose, methods, tools, implementation, application in industry, emerging technologies, and trends.

PROCEDURES AND METHODOLOGY

Lecture method is used in combination with a supervised exercises and business case study. The emphasis will be on learning by doing. Every student must participate in an intensive classroom activity, must complete home tasks and course projects, and take quizzes and exams.

COURSE PROJECT

Every student must complete and submit the assigned project.

REQUIREMENTS

All students are required to attend classes. Continuous assessment is emphasized. Written or oral quizzes will be given every week. Reading, writing, home tasks, and “business case study” assignments will be made throughout the course. Students must complete all assignments and take all quizzes, mid-term exam and final exam on the **dates due**. Plagiarism will result in the grade “F” and a report to the administration.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

EXAMS

Both, midterm and final exams are structured as written essay to answer to the given questions. The essay must be written structurally with clear logical presentation of the answers. Graphs, charts, tables, and other supporting illustrations are required if needed. Examples to illustrate the answers are required.

Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are neither “open book” nor “open notes.”

GRADING AND SCORING

The final grade for the course consists of the following components weighted as shown in the table below:

Activity	Time	Percent
Quizzes, home tasks, and classroom activities	Every week	20%
Course project		20%
Mid-term exam	In the middle of the course	30%
Final exam	Last week of the course	30%

All results of written test will employ a numerical scoring system that is convertible to grades as indicated below.

94-100	A
90-93	A-
87-89	B+
83-86	B
80-82	B-

77-79	C+
73-76	C
70-72	C-
66-69	D+
60-65	D
0-59	F

COURSE SCHEDULE

Lectures	Topic	Chapters
1	About the Course	
2	Introduction to Business Intelligence – Part 1	Ch. 1 (1.1 – 1.4)
3	(a) Introduction to Business Intelligence – Part 2 (b) Course Project Initiation	Ch. 1 (1.5 – 1.8)
4	Data Warehousing – Part 1	Ch. 2 (2.1 – 2.5)
5	(a) Data Warehousing – Part 2 (b) Course Project Review	Ch. 2 (2.6 – 2.9)
6	Business Performance Management – Part 1	Ch. 3 (3.1 – 3.5)
7	(a) Business Performance Management – Part 2 (b) Course Project Review	Ch. 3 (3.6 – 3.9)
8	(a) Review (b) Midterm Exam	Ch. 1 - 3
9	Data Mining for Business Intelligence – Part 1	Ch. 4 (4.1 – 4.4)
10	(a) Data Mining for Business Intelligence – Part 2 (b) Course Project Review	Ch. 4 (4.5 – 4.7)
11	Text and Web Mining – Part 1	Ch. 5 (5.1 – 5.5)
12	(a) Text and Web Mining – Part 2 (b) Course Project Review	Ch. 5 (5.6 – 5.9)
13	Business Intelligence Implementation: Integration	Ch. 6 (6.1 – 6.6)
14	(a) Business Intelligence Emerging Trends (b) Course Project Defense	Ch. 6 (6.7 – 6.12)
15	(a) Review (b) Comprehensive Final Exam	Ch. 1 - 6

OTHER COMMENTS

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come on time. Late arrivals disturb everyone else.
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones must be turned off or the ringing mode silenced.
- Questions and comments during the class are welcome. Do not hesitate to ask questions – do not leave anything unclear for you.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in a classroom.