INMDM1004: Business Intelligence		
Teaching: Scheme	**Examination Scheme**	
Lectures:02hrs/week	**ISEI**	**10 Marks**
Credits:2	**ISEII**	**10Marks**
	ESE	**30 Marks**

Course description: This course introduces engineering students to the fundamentals of Business Intelligence (BI), focusing on data analysis, reporting, and decision-making processes. The course covers various BI tools and techniques used to transform raw data into meaningful insights for business decision-making.

Course Objectives:

- To understand the concepts and importance of Business Intelligence.

- To develop skills in using BI tools for data analysis and reporting.

Course Outcomes

After completing the course, students will be able to:

CO1	Understand and apply Business Intelligence concepts.
CO2	Use BI tools to analyze data and generate reports.
CO3	Interpret and present BI insights for decision-making.

Detailed Syllabus:

Course Contents:

Unit 1	Introduction to Business Intelligence - Definition and importance of BI - BI components and architecture - BI lifecycle and processes - Practical: Case studies on the role of BI in business decision-making
Unit 2	Data Warehousing and Data Mining - Concepts of data warehousing - Data mining techniques and applications

	- ETL processes - Practical: Hands-on exercises with data warehousing tools	
Unit 3	BI Tools and Applications - Overview of BI tools (e.g., Power BI, Tableau, QlikView) - Dashboard creation and data visualization - Reporting and querying tools - Practical: Creating dashboards and reports using BI tools	

Text and Reference Books

1. Turban, Efraim, Sharda, Ramesh, and Delen, Dursun. "Business Intelligence: A Managerial Approach." Pearson Education, 2014.

2. Larose, Daniel T. "Data Mining and Predictive Analytics." Wiley, 2015.

3. Moss, Larissa T., and Atre, Shaku. "Business Intelligence Roadmap: The Complete Project Lifecycle for Decision-Support Applications." Addison-Wesley, 2003.

Assessment:

ISEI:	Shall be based on Class Tests/ Assignments/Quizzes/Field visits/Presentations/ Course Projects
ISEII:	Shall be based on class test.

Mapping of Course outcome With Program Outcomes

Course Outcome	PO I	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	POI 0	POI I	POI 2	PSO I	PSO 2	PSO 3
COI										1		1			
CO2										1		1			
CO3										1		1			

Assessment Pattern

Assessment Pattern Level No.	Knowledge Level	ISE1	ISEII	ESE
K1	Remember	05	-	10
K2	Understand	05	05	10
K3	Apply	-	05	10
K4	Analyze	-	-	-
KS	Evaluate	-	-	-
K6	Create	-	-	-
Total Mars 50		10	10	30

Assessment table

Assessment Tool	K2	K2	K2
	COl	CO2	CO3
ISE I (10Marks)	05	05	-
ISE II (10Marks)	-	05	05
ESE (30Marks)	10	10	10