

General Course Information

Course Title: ITIS5431

Credit Weight: 0.25

Prerequisites: [ITIS 5401](#) or permission of the School of Business.

Course Description

Decision support systems in organizations; moving from business intelligence to business analytics; big data trends in organizations; theories and trends in data analytics.

Includes: Experiential Learning Activity

Course Rationale

This course covers key concepts for managers involved with Business Analytics. Students are expected to interact with specialized software to manipulate data and explore data sets to uncover answers to business questions.

Course Learning Objectives

After successfully completing this course, you will be able to:

C01: Outline the core components and technical foundations of business analytics, and describe the evolution of the field.

C02: Demonstrate the attributes of data and apply key data exploration techniques.

C03: Navigate the data model, assess information needs, and create queries using several different data sets.

C04: Create an RFM customer segmentation model and incorporate it into ad hoc reporting programs.

C05: Examine the legal and regulatory environment that data scientists work in and consider the ethical and privacy considerations when conducting business intelligence and analytics.

Course Schedule

Module	Topics	Materials	Deliverable
1	Foundations of Business Analytics CO1	Business Intelligence, Analytics, and Data Science Chapter 1	Discussion Module Quiz
2	Working with Data CO2	Business Intelligence, Analytics, and Data Science Chapter 2.	Discussion Module Quiz Assignment 1 Distributed

Module	Topics	Materials	Deliverable
3	Business Intelligence and the Data Warehouse CO2 &CO3	Business Intelligence, Analytics, and Data Science Chapter 3.1-3.4. Lecture Notes	Discussion Module Quiz
4	Data Integration and the ETL process CO3 &CO4	Business Intelligence, Analytics, and Data Science Chapter 3.5.3.7. Lecture Notes	Discussion Module Quiz Assignment 1 Due
5	Analytics for Customer Relationship Management CO5	Lecture Notes	Discussion Module Quiz Assignment 2 Distributed
6	Big Data and the future of data warehousing C06	Business Intelligence, Analytics, and Data Science Chapter 7 Lecture Notes	Discussion Module Quiz
7	Considerations Legal and Regulatory Environment and Analytics Governance CO7	Lecture Notes	Discussion Module Quiz Assignment 2 Due

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Learning Materials

Textbook

Sharda, R., Delen, D., & Turban, E. (2018). *Business Intelligence, Analytics, and Data Science: A Managerial Perspective 4th edition*. New York, New York: Pearson.

Grading Scheme

Activity	Scored Out of	Percent of Total Grade
Assignment 1	20	15%
Assignment 2	20	15%
Discussion 1	5	5%
Discussion 2	5	5%
Discussion 3	5	5%

Activity	Scored Out of	Percent of Total Grade
Discussion 4	5	5%
Discussion 5	5	5%
Discussion 6	5	5%
Discussion 7	5	5%
End of Module Quiz 1	5	5%
End of Module Quiz 2	5	5%
End of Module Quiz 3	5	5%
End of Module Quiz 4	5	5%
End of Module Quiz 5	5	5%
End of Module Quiz 6	5	5%
End of Module Quiz 7	5	5%
TOTAL	110	100%

Late Assignments

To ensure fairness to all students, penalties will be applied to late assignments: Failure to submit an assignment on time will result in an initial penalty of five (5) percentage points, followed by an additional (2) percentage points per day thereafter. For example, an assignment that would normally merit a grade of 80% would receive a grade of 75% if submitted after the deadline on the due date, 73% if submitted the following day, and so on.

Requests for extension without penalty will be considered in cases of illness, family emergency, or other exceptional circumstances.

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