

Joseph Latimer, North Dakota State University

Class Nbr	Section	Hours	Location
6023	01	TR 4:00–5:15pm	Barry Hall 272

Instructor	Joe Latimer	Email	Joseph.Latimer@ndsu.edu
Office	Barry Hall 228	Homepage	www.ndsu.edu/ndsu/latimer
Phone	231-7506	Office Hours	MTWR 1:00-2:00pm & by appointment

Prerequisites:

MIS 370.

College of Business students must be admitted to the professional program.

Required Text:

Doug Harts. *Microsoft Office 2007 Business Intelligence – Reporting, Analysis, and Measurement from the Desktop*. McGraw Hill – Osborne, 2008.

Course Description:

This course provides a hands-on look at Business Intelligence as applied to managerial decision making by exploring techniques for information creation including business analytics, data visualization, scorecards, dashboards and data mining. Business performance management as an approach to decision making will be stressed.

Course Objectives:

As we move forward into the information age the ability of business managers to make effective use of complex information systems is becoming critical. Employers are expecting that business school graduates understand how to make decisions based on information extracted from enterprise systems (e.g. ERPs such as PeopleSoft). Students will be expected to:

- Understand the business intelligence (BI) methodology and concepts.
- Understand the major issues in implementing business intelligence.
- Understand data warehousing concepts and architectures.
- Understand the concept of business analytics (BA) and advanced analysis methods.
- Understand how BI supports competitive intelligence.
- Understand the objectives of data mining.
- Understand the different methods of data mining
- Understand the nature of business performance management (BPM)
- Understand the role of methodologies in BPM

Course Grades:

Course Component	Points	X	Your Score	=	Your Points
Class Participation	10				
Projects & Assignments	45				
Mid Term Exam	20				
Final Exam	25				
Course Total	100		-----		

Letter grades will not be assigned to individual components of the course requirements. Percentage scores will be assigned to each course component. For each course component multiply the points for the component by your percentage score to determine your points for that component. Your letter grade for the course will be determined by using the following table.

Cumulative Points	Letter Grade
90 and above	A
80 - 89.9	B
70 - 79.9	C
60 - 69.9	D
Less than 60	F

Exams:

There will be two exams (a midterm and a final) during the semester. Any material in the readings, lectures, and projects will be considered fair game for exam questions. The final exam will be cumulative.

Missing any exam will result in a score of zero for that exam.

Projects & Assignments:

There will be a number of projects and assignments during the semester. These projects will provide you with hands-on experience using the Business Intelligence concepts presented in class. The projects will be a mixture of individual and group efforts.

Class Participation: Quizzes, Directed Individual Questions:

In order to encourage class attendance and cognitive engagement a number of quizzes will be given during the semester. The three lowest quiz scores will be dropped when determining your class participation score. **There are no make-ups for missed quizzes.** Dropping the two lowest quiz grades should be more than sufficient for students who need to miss class for university activities or for personal emergencies.

Directed individual questions mean that I will randomly select a student's name off of the class roster and ask that student a question. Points for your answer will be awarded using the same distribution as the points for the personal response system.

You will be expected to have read the assigned material and completed the assigned homework problems before class. Many of the class participation questions will be based on the readings and problems.

Additional Items:

All students must have an email account and must provide me with their email address. All students are expected to check their email accounts daily (weekends excluded) for messages related to this course. Each student is responsible for any changes in due dates or course requirements if an email message is sent with at least 48 hours (weekends excluded) notice.

I will attempt to make this course as "paperless" as possible. All assignments will be distributed and collected electronically. You will need to know how to both send and receive binary attachments to email messages.

Academic Honesty:

All work in this course must be completed in a manner consistent with NDSU University Senate Policy, Section 335: Code of Academic Responsibility and Conduct that can be found at <http://www.ndsu.nodak.edu/policy/335.htm>

Students are responsible for submitting their own work. Students who cooperate on oral or written examinations or any class assignments or activities without authorization share the responsibility for violation of academic principles, and the students are subject to disciplinary action even when one of the students is not enrolled in the course where the violation occurred. The penalty for prohibited academic conduct will be a failing grade for the course.

Special Accommodations:

Any student with disabilities or other special needs, who need special accommodations in this course are invited to share these concerns or requests with the instructor as soon as possible.

Week Number	Week Beginning	Topic/Activity	Readings
1	08/24	Introduction to Business Intelligence Data Warehousing Concepts & Architectures	Harts 1
2	08/31	Theories and Characteristics of BI	
3	09/07	Business Analytics	
4	09/14		
5	09/21	Advanced Analysis Methods	
6	09/28		
7	10/05		
8	10/12		
9	10/19	Mid Term Exam Data Visualization	
10	10/26		
11	11/02	Scorecards & Dashboards	
12	11/09		
13	11/16	Data Mining	
14	11/23		
15	11/30	Business Performance Management	
16	12/07		
17	12/14	Final Exam	

Harts 1 = Chapter 1 from Harts text.
Add Readings 1 = Additional Readings Package 1