

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

BUSN669

Course Summary

Course: BUSN669 **Title:** Business Intelligence Analysis

Length of Course: 8 **Faculty :**

Prerequisites: N/A **Credit Hours:** 3

Description

Course Description:

BUSN669, Business Intelligence Analysis, is a course where you can gain a clear understanding of integrating internal operations and external environment business intelligence to make tactical decisions to improve operational performance and sustain competitive advantage.

BI originates from data gathered from the internal and external enterprise environment and is attributed with meaning and purpose to use in the decision-making process. These decisions are all about how best to allocate the resources and capabilities to add value to the products and services of the firm.

Course Scope:

BUSN669 provides the student with a clear understanding of the importance of aligning business intelligence to organizational strategy, performance, competitiveness, and tactical business decisions. The student will focus on leveraging the organization's internal and external data-rich assets to support business strategies. The student will apply common methods used in business intelligence to analyze data and present findings related to the state of the business.

Objectives

Outcomes related to BI and strategy

CO-1: Evaluate how business intelligence ties to the strategy of an organization

CO-2: Propose the organization's internal and external data-rich assets to support business strategies

CO-3: Associate Business Intelligence initiatives with strategic organizational goals

Outcomes related d to BI and Decision Making

CO-4: Critique methods used in business intelligence to analyze data and present findings related to state of the business.

CO-5: Analyze data for statistical and strategic decision making

Outcomes related to BI Application

CO-6: Identify the business analytics and modeling capabilities using Excel software

CO-7: Apply fundamental analytics to common business decisions

Outline

Week 1: Business Intelligence Perspectives

Course Objectives:

CO-4: Critique methods used in business intelligence to analyze data and present findings related to stateof the business.

CO-7: Apply fundamental analytics to common (tactical) business decisions

Text Readings:

1. Kohtamaki, Real-time Strategy and Business Intelligence, 2017, chapter 2
2. Liebowitz, Strategic Intelligence, 2006, chapter 1, chapter 2
3. Sheikh, A. A. R. E., & Alnoukari, M. (Eds.). (2011). Business intelligence and agile methodologies for knowledge-based organizations: Cross-disciplinary applications, chapter 1
4. Ng, R.T. et al., Perspectives on business intelligence, 2013.
5. Suma, J., Business Intelligence: making decisions through data analytics, 2011, chapter 1
6. The fundamentals of BI <https://hstalks.com/bm/3442/?start=0>; module 1

Deliverables:

Introduction Post, due day 7

Assignment 1, due day 7

Week 2: BI Analysis: From Environmental Scanning to KPI

Course Objectives:

CO-1: Evaluate how the business intelligence ties to the strategy of an organization

CO-4: Critique methods used in business intelligence to analyze data and present findings related to state of the business.

Text Readings:

1. Brijs, B. Business Analysis for Business Intelligence – chapters 3-5
2. Kohtamaki. Real-time Strategy and Business Intelligence, 2017, chapter 2
3. Sheikh, A. A. R. E., & Alnoukari, M. (Eds.). (2011). Business intelligence and agile methodologies for knowledge-based organizations: Cross-disciplinary applications, chapter 1
4. Suma, J., Business Intelligence: making decisions through data analytics, 2011, chapter 1,3,6

Deliverables:

Discussion Post Week 2, due day 3

Assignment 2, due day 7.

Week 3: BI Analysis and The Living Enterprise

Course Objectives:

CO-1: Evaluate how business intelligence ties to the strategy of an organization

CO-4: Critique methods used in business intelligence to analyze data and present findings related to state of the business.

CO-7: Apply fundamental analytics to common business decisions

Text Readings:

1. Ng, R.T. et al. Perspectives on Business Intelligence, Morgan and Claypool, 2013, Chapter 3, Business Modeling for BI

Deliverables:

Discussion Post Week 3, due day 3

Week 4: A Case for Modeling BI Requirements

Course Objectives:

CO-6: Identify the business analytics and modeling capabilities using Excel software

CO-7: Apply fundamental analytics to common business decisions

Text Readings:

1. Ng, R.T. et al. Perspectives on Business Intelligence, Morgan and Claypool, 2013, Chapter 3, Business Modeling for BI

2. Sherman, R. Business Intelligence Guidebook, From Data Integration to analytics, Chapter 8, Foundation Data modeling.
3. Kaplan & Norton. The Strategy Focused Organization, Building Strategy Maps, 2001, Chapter 3, Avoiding Pitfalls, Ch 14
4. Bert Brijs. Understanding the 4-C's of BI, Chapter 5

Deliverables:

Discussion Post Week 4, due day 3

Week 5: BI Analysis of KPI for a Project Company

Course Objectives:

- CO-1: Evaluate how business intelligence ties to the strategy of an organization
- CO-2: Propose the organization's internal and external data-rich assets to support business strategies
- CO-3: Associate Business Intelligence initiatives with strategic organizational goals
- CO-5: Analyze data for statistical and strategic decision making
- CO-6: Identify the business analytics and modeling capabilities using Excel software
- CO-7: Apply fundamental analytics to common business decisions

Text Readings:

- Ng, R.T. et al., Perspectives on Business Intelligence, Morgan and Claypool, 2013, Chapter 3, Business Modeling for BI
- Sherman, R. Business Intelligence Guidebook, From Data Integration to analytics, Chapter 8, Foundation Data modeling.
- Kaplan & Norton, The Strategy Focused Organization, Building Strategy Maps, 2001, Chapter 3, Avoiding Pitfalls, Ch 14
- Bert Brijs; Understanding the 4-C's of BI, Chapter 5.

Deliverables:

Discussion Post Week 5, due day 3

Week 6: BI Analysis – Ecosystems and Competitive Intelligence

Course Objectives:

- CO-1: Evaluate how business intelligence ties to the strategy of an organization
- CO-2: Propose the organization's internal and external data-rich assets to support business strategies
- CO-3: Associate Business Intelligence initiatives with strategic organizational goals

CO-4: Critique methods used in business intelligence to analyze data and present findings related to state of the business.

CO-5: Analyze data for statistical and strategic decision making

CO-7: Apply fundamental analytics to common business decisions

Text Readings:

1. Surma. Ch 3 & 4 – Basics and Advanced Business Analysis
2. Liebwitz, J. Chapter 5, Competitive Intelligence p. 57-70
3. Khotamaki, M. *Competitive Intelligence-A strategic Process for External environment Foreknowledge* p. 77-98
4. Brijs, B. Chapter 5-Understanding 4-C's p. 79-83, Chapter 10, BI and CRM p. 153-174
5. Grant, 2010, Competitor Analysis, P. 106-109
6. Rothaermel, chapter 3, p. 91-93
7. <https://hifld-geoplatform.opendata.arcgis.com/>
8. Unit 6 Learning Activity (power point)

Deliverables:

Assignment 6, due day 7

Week 7: Business Analysis for Decision Making

Course Objectives:

CO-5: Analyze data for statistical and strategic decision making

CO-7: Apply fundamental analytics to common business decisions

Text Readings:

1. Argyris, C. & Senge, P. 1994. The Ladder of Inference.
<https://www.toolshero.com/decision-making/ladder-of-inference/>
2. Argyris, Chris, "Teaching smart people how to learn", 1999 Harvard Business Review. 69 (3): 99–109.
3. Drucker, P. The Theory of Business, 1994.
<https://hbr.org/1994/09/the-theory-of-the-business>
4. Saaty, T. & Forman. E., (<https://www.expertchoice.com/ahp-software>)
5. Liebowitz, J. Strategic Intelligence, Chapter 6.

Deliverables:

Assignment 7, due day 7

Week 8: BI Analysis Perspectives and Direction

Course Objectives:

CO-4: Critique methods used in business intelligence to analyze data and present findings related to state of the business.

Text Readings:

1. Trends in BI, module 5 <https://hstalks.com/bm/3442/?start=0>;
2. Sheikh, A., Business Intelligence and agile methodologies for the knowledge- based organization, Chapter 1
3. Bleeker, S. Levels of Understanding, The Futurist, July 1987
4. Liebowitz. Strategic Intelligence, 2006. Chapter 1,3.
5. Brijs, B. Business Analysis for Business Intelligence, 2013, Chapter 12,

Deliverables:

Discussion Post Week 8, due day 3

Assignment 8, due day 7

Evaluation

Grading:

Discussions (6) 30%

Week 1: Introduction 5%

Week 2: BI Analysis 5%

Week 3: BI Analysis and The Living Enterprise (CMP) 5%

Week 4: Modeling BI Requirements 5%

Week 5: BI Analysis of KPI 5%

Week 8: BI Analysis Perspectives and Direction 5%

Homework Assignments (5) 70%

Assignment Week 1 14%

Assignment Week 2 14%

Assignment Week 6 14%

Assignment Week 7 14%

Assignment Week 8 14%

Materials

Various resources from Trefry Library and/or the Open Web are used. Links are provided inside the classroom.

- Please see additional information about accessing e-books in the Course Materials section under Lessons and here

<http://apus.libanswers.com/coursematerials/faq/2225>

- Case studies, journal articles, and selected readings.
- Online Research Library

Course Guidelines

Citation and Reference Style

Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business. Please note that no formal citation style is required on discussion assignments in the School of Business—only attribution of sources (please see details regarding discussion communication below).

Tutoring

[Tutor.com](#) offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a Skill Center Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

[Student Deadlines](#)

Turnitin

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such webservices is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

Some assignments may have very specific requirements for formatting (such as font, margins, etc.) and submission file type (such as .docx, .pdf, etc.). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified. It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the Student Handbook, and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- Tips on Using the Office 365 Email Tool

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).
- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

University Policies

Consult the Student Handbook for processes and policies at APUS. Notable policies:

- Drop/Withdrawal Policy
- Extension Requests
- Academic Probation
- Appeals
- Academic Dishonesty / Plagiarism
- Disability Accommodations
- Student Deadlines
- Video Conference Policy

Mission

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for undergraduate and graduate courses.
- Although students are encouraged to use the Pulse mobile app with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.