Minor Data Driven Decision Making in Business (MDD)
MDDF - Business Intelligence (BI)
Part of Minor Data Driven Decision Making in Business

1.	**General information**
Name of study unit	*Business Intelligence*
Code for study unit	DATDRD05 / DATDRD06
Degree programme and target group	Third year students HAN and External Students.
Teaching period	P1 / P3
ECTS credits and Study load	**Study load: 2.5 EC**
Entry requirements for study unit	Approval from bachelor programme the student is enrolled in.

Study load table:

	Number of hours on the clock:
Scheduled contact time	15.75
Time for self-study	54.25
Total study load (hours)	70

2.	**Content and organisation**
Professional task	Report on Business Intelligence application or implementation in a business environment.
Exit qualifications / Programme Learning Outcomes (PLO)	TWM24 Analyse a complex business problem in an international business setting with use of adequate research design, resulting in an evidence-based, feasible solution. WW7 Produce management information from various data sources in an international business environment. WW4 Communicate (business) messages effectively and persuasively using advanced English to an (un)informed audience. WW6 Collaborate effectively with different kinds of stakeholders in different cultural, organisational, and political landscapes to contribute to achieving agreed goals.
General description	Business Intelligence is playing an increasingly important role in informing employees in an organization. The role of Business Intelligence is crucial in managing processes and organizations. Business Intelligence is important for the future of many organizations. In this course you will learn to recognize the processes that can be improved by use of Business Intelligence. The organization of a BI environment (roles, processes, and system) is also discussed. Also is considered the quality aspects of information. In addition, much attention is paid to the organization of Business Intelligence in one organization.
Cohesion	Students will spend 25% of the time with the application of business intelligence through software. This is in line with Data visualization (MDDFSDV1A.6, Storytelling with Data - the art of data visualization).
Mandatory participation	80% of the class must be attended by the students because of the nature of the teaching strategy (group work) and mutual dependence on group members. Mandatory participation and active participation curb piggybacking as well.
Maximum number of participants	*30*

Compensation options	N/A
Activities and/or instructional formats	- Case study analysis - Self-study - Lectures - Class workshops - Team assignments - Business Intelligence software use.
Required literature / description of learning material	All required materials will be open source or freely available via the LMS (OnderwijsOnline).
Required software / required materials	Tableau
Extra contributions (TER 2.7)	N/A

3.	**Examination**
Name (modular) exam	Business Intelligence (BI)
Code (modular) exam	DATDRD05 / DATDRD06 [TOETS-05]
Assessment Criteria	• Student must be able to analyse a complex business problem through the use of appropriate research methodology that will result in an appropriate business solution in their assigned project. • The student provides some advice on how to improve Business Intelligence (BI) in an organization of student's choice. • Alternatively, if an organization does not yet use BI, the student writes some advice on the set-up of BI for the organization. • Student must be able to collaborate effectively with different stakeholders (students, commissioner, academic coach) and achieve a desirable output while considering individual stakeholder goals. • Students must be able to use communicate effectively (visually and orally) the results of their finding and solution to their target stakeholder. • Student must be able to produce actionable management information as part of their data driven project.
Exam and modular exam format(s) (type of exam)	Report
Individual / group	*Pair of students*
Number of examiners	1
Exam period	P1 / P3.
Resit period	*P1/P3*
Duration exam	N/A
Permitted resources / aids	*N/A*
Minimum result	5.5
Weight factor of modular exam	100%
Method of enrolment for exam / enrolment period	Participation is equal to enrolment.
Discussion and review	Yes. Contact the responsible lecturers once the grades are communicated.

Lecture/ contact hours	

	Period 1 or 3									
Lecture week	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
		3	3	3	3	3	3	3		

Changes compared to last year	Several changes in the whole Study Unit.
Date from which the SU will no longer be offered	N/A.