

BUSINESS INTELLIGENCE COURSE



COURSE SYLLABUS

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COURSE DETAILS

Duration

33 hours • 11 modules

Course Description

This course introduces learners to the field of business intelligence (BI). The first three modules of the course concern business intelligence as a discipline. They provide an overview of the field and introduce the purpose of BI, how it's done, and the necessary technical skills.

The remainder of the course concerns the creation and presentation of dashboards and reports. This is the type of work learners will be expected to do if they eventually are hired as business intelligence analysts. This course is taught mostly using Tableau. Tableau is one of the most popular business intelligence tools available and can be used by learners at no cost to them. Power BI was not selected as the primary tool due to it being limited to PC devices.

Near the end of the course the learners will build a dashboard that they will present on the final class day of the BI course.

Learning Goals

By the end of this course, learners will be able to use business intelligence to draw conclusions.

By the end of this course, learners will be able to create and present dynamic reports and dashboards that communicate the goal of a project.

Learning Objectives

- Describe the purpose of business intelligence.
- Demonstrate a working knowledge of Tableau.
- Create dynamic data visualizations.

REQUIREMENTS

Course Completion Requirements

- Receive 10/15 points (80%) or above on Course Project.
- Show passion, aptitude, and potential.
- Instructor recommendation
- Attendance of 80% or higher

Software

To complete the course, students need the following:

- Computer with access to the internet
- Web browser
- Tableau Public account
- Power BI Desktop (PC only - Power BI activities can be done with a partner)

GRADING

Assessment Scale

Assessment	Points	% of Grade	# of Assessments	Cumulative Pts.
Projects	10	40%	1	10
Quizzes	5	60%	3	15
			Points Possible	25

Project Rubric

Below is the rubric your instructor will use to grade your final project. There are 15 points total. To pass the final project, you must exceed expectations (10/15 points) on the rubric.

	0: No Submission	1: Does Not Meet Expectations	2: Meets Expectations	3: Exceeds Expectations
Data Visualizations	The dashboard's visualizations are incomplete or missing.	The dashboard contains at least one visualization but is otherwise incomplete.	The dashboard contains at least two data visualizations but may be missing other elements.	The dashboard contains at least three well-made visualizations.
Measures	The dashboard contains no learner-created measures.	The dashboard contains a measure that is incorrect or incomplete.	The dashboard contains a measure that does not contribute to the dashboard's goal.	The dashboard contains a measure that contributes to the dashboard's goal.

Presentation	The learner did not present a dashboard.	The learner attempted to present a dashboard but was not able to explain it in a compelling manner.	The learner is sometimes able to explain their dashboard.	The learner presents their dashboard in a clear and compelling way.
Visual Experience	The dashboard is confusing and not visually appealing.	The dashboard contains limited design effort.	The dashboard contains some design effort but may lack clarity.	The dashboard is visually appealing and easy to understand.
Overall Experience	The dashboard does not communicate its defined goal.	The dashboard attempts to communicate its defined goal.	The dashboard somewhat communicates its defined goal.	The dashboard fully communicates its defined goal.

COURSE OVERVIEW

Class Details

#	Module Name	Lessons
01	Intro to Business Intelligence	Lesson 01: What Is Business Intelligence? Lesson 02: The Role of a BI Analyst Lesson 03: Common BI Tools
02	Planning Business Intelligence	Lesson 01: Determining Business Goals Lesson 02: Working on a Business Intelligence Team Lesson 03: Creating a BI Strategy
03	BI Tools	Lesson 01: Introduction to Tableau

		Lesson 02: Introduction to Power BI Lesson 03: Software Comparisons
04	The Tableau Interface	Lesson 01: Navigating Tableau Lesson 02: Key Features of Tableau Lesson 03: Data Source & Connectors
05	Interacting with Data	Lesson 01: Dimensions, Measures, and Parameters Lesson 02: Data Types Lesson 03: Data Flows
06	Visualizing Data	Lesson 01: Choosing Relevant Data Lesson 02: Building Tables Lesson 03: Charts
07	Building a Dashboard	Lesson 01: Tableau Dashboards Lesson 02: Refining Dashboards Lesson 03: Updating and Sharing Dashboards
08	Presenting a Dashboard	Lesson 01: Presenting a Self-Service Project Lesson 02: Presenting to a Technical Audience Lesson 03: Presenting to a Non-Technical Audience
09	Dashboard Workshop	Lesson 01 - Lesson 03: Final Project Workshop
10	Evaluation and Feedback	Lesson 01: Evaluating and Reflecting on a Project Lesson 02: Improving a Project Lesson 03: Peer and Self-Review Workshop
11	Presentation Day	Presentation Day

Class Assignments

#	Module Name	To-Dos Before Next Class	Canvas Assignments
01	Intro to Business Intelligence	Complete any in-class work.	Assignment: Submit module activities.
02	Planning Business Intelligence	Complete any in-class work.	Assignment: Submit module activities.
03	BI Tools	Complete any in-class work.	Assignment: Submit module activities. Quiz 1
04	The Tableau Interface	Complete any in-class work.	Assignment: Submit module activities.
05	Interacting with Data	Complete any in-class work.	Assignment: Submit module activities.
06	Visualizing Data	Complete any in-class work.	Assignment: Submit module activities. Quiz 2
07	Building a Dashboard	Complete any in-class work.	Assignment: Submit module activities.
08	Presenting a Dashboard	Complete any in-class work.	Assignment: Submit module activities. Quiz 3
09	Dashboard Workshop	Complete any in-class work. Project: Project is assigned.	Assignment: Submit module activities.
10	Evaluation and Feedback	Complete any in-class work.	Assignment: Submit module activities.
11	Presentation Day	N/A	Assignment: Submit final project.