Class	B Tech	Regulation	VR20
Subject Code	20IT7403 A	Year & Semester	III/IV &VII
Title of the Subject	BUSINESS INTELLIGENCE		

Unit No	Content/Topics Covered (mention Sub Topics as found in books)	Text Book	Chapter/ Section No.	Number
Unit I	**Business Intelligence and Information Exploitation**		**1.1**	
	Improving the Decision-Making Process		1.1.1	2–3
	Why a Business Intelligence Program		1.1.2	3 – 5
	Business Intelligence and Program Success		1.1.3	6 – 7
	The Analytics Spectrum		1.1.4	9 – 11
	Taming the Information Explosion		1.1.5	11 – 13
	The Value of Business Intelligence		1.2	
	Value Drivers and Information Use		1.2.1	17- 18
	Performance Metrics and Key Performance Indicators		1.2.2	18 – 20
	Using Actionable Knowledge		1.2.3	20 – 21
	Horizontal Use Cases for Business Intelligence	[T1]	1.2.4	21 – 29
	Customer Analysis		1.2.4.1	22
	Revenue Generation		1.2.4.2	23
	Human Resources and Staff Utilization		1.2.4.3	24
	Product Management, Productivity Analysis, and Cost Management		1.2.4.4	24
	Operations		1.2.4.5	25
	Finance and Risk Management		1.2.4.6	25
	Supply Chain Management		1.2.4.7	26
	Sales Channel Analytics		1.2.4.8	28
	Behavior Analysis		1.2.4.9	28
	Vertical Use Cases for Business Intelligence		1.2.5	29 – 32
Unit II	**Planning for Success**		2.1	
	Introduction		2.1.1	33 – 34
	Organizational Preparedness for Business Intelligence and Analytics		2.1.2	34 – 37
	Organizational Readiness		2.1.2.1	35
	Management Readiness		2.1.2.2	35
	Operational Readiness	[T1]	2.1.2.3	35
	Preparing for Change		2.1.2.4	35
	Initial Steps in Starting a Business Intelligence Program		2.1.1	37 – 40
	Championship and Management Sponsorship		2.1.3.1	37
	Establishing High-Level Goals and Setting Expectations		2.1.3.2	38
	Partnering		2.1.3.3	39
	Establishing a Vision		2.1.3.4	39
	Developing a Plan		2.1.3.5	40
	Bridging the Gaps between Information Technology and the Business Users		2.1.2	40 – 42
	Dichotomy		2.1.4.1	41
	Partnering		2.1.4.2	41
	Knowing the Different Types of Business Intelligence Users		2.1.3	42 – 43
	Analytic Databases and Information Consumers		2.1.5.1	42
	Business Intelligence Success Factors: A DeeperDive		2.1.1	43 – 49
	Strong, Dedicated Management	[T1]	2.1.6.1	43

Text Books:

[1].   D. Loshin, Business Intelligence: The savvy manager's guide, Morgan Kaufmann Publishers, 2013.

Reference Books:

[1].   Business Intelligence And Analytics Systems For Decision Support by Efraim Turban and Ramesh Sharda, Pearson India, 2018.

[2].   Business Intelligence and Analytics in Small and Medium Enterprises , Pedro Novo Melo , Carolina Machado ,CRC Press,2019

E-resources and other digital material

 [1] Need for Data Warehouse & Business Intelligence, Microsoft Business Intelligence, https://freevideolectures.com/course/3635/microsoft-business-intelligence/11,2017

[2] *Business Analytics* & Text Mining Modeling Using Python, Prof.Gaurav Dixit, Department of Management, IT Roorkee, https://nptel.ac.in/courses/110/107/110107092/,2018

[3] Business Analytics & Intelligence, IIM Bangalore, https://iimb.ac.in/eep/product/259/Business-Analytics-Intelligence,2018

Designation	Name in Capitals	Signature with Date
Course Coordinator	Dr.G.JayaLakshmi	
Module Coordinator	Mr.Y.Sandeep	
Program Coordinator	Dr.G.Kalyani	
Head of the Department	Dr.M.Suneetha	

Dt.12-06-2019

<u>GUIDELINES FOR DRAFTING MICRO LEVEL SYLLABUS</u>

1. The micro level syllabus is framed in order to give a clear insight into the detailed content of the syllabus prescribed for the subject.

2. The micro level syllabus is not just simply reproducing the prescribed syllabus from horizontal orientation to vertical orientation

3. The micro level syllabus must include every minute heading from the source - Text Book/Reference Book - specifying the source no., chapter no. and no. in the source

4. The micro level syllabus offer guidance to three sections of users, namely, the Teacher that teaches the course, the student who learns the subject and the paper setter who sets the question paper for the semester end examination.

5. The micro level syllabus should clearly indicate the full scope of any particular topic such as definition, theoretical explanation, diagram, analysis, derivation, problems etc.

6. The micro level syllabus is an important document which must be carefully drafted spending enough time in order to avoid confusion among any of the three sections of users.

7. The micro level syllabus must include books/references at the end of the document

8. The micro level syllabus must be subjected to a thorough discussion among the Course Coordinator, Module Coordinator, Program Coordinator and the Head of the Department.

9. The signed documents may be displayed in the department web site for information to all the stake holders.

CONTROLLER OF EXAMINATIONS