

ST-4

VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS), HYDERABAD
DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

COURSE NAME-BUSINESS INTELLIGENCE
(Common to all branches) SYLLABUS FOR B.E. VI Semester

W.E.F-2025-2026

Instruction: 2 Hours	SEE: 60	Course code: U23OE620EH
Credits: 3	CIE: 40	Duration of SEE: 3 Hours

COURSE OBJECTIVES	COURSE OUTCOMES
<p>The course will enable the learners to</p> <ol style="list-style-type: none">1. To introduce the concepts and architecture of Business Intelligence (BI) systems.2. To familiarize students with data warehousing, data mining, and analytics tools.3. To provide insights into BI implementation and its role in decision-making.	<p>By the end of this course, students will be able to :-</p> <ol style="list-style-type: none">1. Define the architecture, evolution, and benefits of Business Intelligence.2. Explain data warehousing and mining techniques, and apply them in real-time data environments.3. Use Business Performance Measurement (BPM) tools and performance dashboards for managerial decision-making.4. Employ Business Analytics and data visualization techniques in business contexts.5. Discuss the challenges in BI implementation and emerging trends such as social BI and reality mining.

Unit-I: Introduction to Business Intelligence (BI)

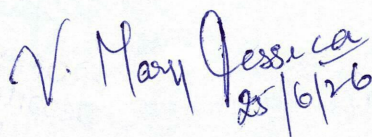
Definition, History and Evolution, Styles of Business Intelligence, Benefits of Business Intelligence, Real-time Business Intelligence, Business Intelligence Value chain, Architecture of Business Intelligence.

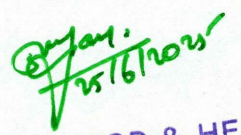
Unit- II: Data ware housing and Data mining

Date Warehousing (DWH): Definition, Characteristics, types,-Date warehousing frame world, Data Warehousing architecture, Alternative architectures, Data ware housing integration, Data ware housing- Development approaches, Real time data warehousing.

Data Mining: Definition, Characteristics, Benefits, Data mining functions, Data mining applications, Data mining techniques and tools. Text mining, Web mining.






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Unit -III: Business Performance Measurement (BPM)

Definition, BPM v/s BI, Summary of BPM Process, Performance measurement, BPM methodologies, BPM architecture and applications, Performance dash boards.

Unit-IV: Business Analytics and Data Visualization

Business Analytics-Definitions, Tools and techniques of BA, Advanced business analytics Business Analytics and Web usage, Benefits and success factors of Business Analytics.

DataVisualization: Definition, New direction in Data Visualization, GIS, GIS v/s GPS

Unit-V: Business Intelligence implementation and emerging trends

Implementing Business Intelligence-Implementation Factors, Critical success factors of Business implementation, Managerial issues related to BI implementation, Business Intelligence and integration -Types, Need, and Levels of Business Intelligence integration.

Emerging trends in Business Intelligence implementation, Social networks and Business Intelligence, Collaborative decision making, Reality mining.

Suggested Readings:

1. Business Intelligence-A Managerial Approach, Turban, Sharada, Delen, King- Pearson - Second Edition-2014.
2. Decision Support and Business Intelligence Systems-Turban, Aarons on, Liang, Sharada-Pearson, and latest Edition.
3. Successful Business Intelligence, Cindi Howson, McGrawHill Education-Indian Edition.
4. Business Intelligence-A handson approach by N. Rajeshwari, 1st Edition, PHI
5. Ramesh Sharda, Turban E, Business Intelligence and analytics, 10th Edition, Pearson Books
6. Bernard Marr, "Data strategy" Kogan Page publishing
7. Anoop V K Kumar, "Business Intelligence demystified" 1st edition 2022, BPB publications

The break-up of CIE: Internal Tests + Assignments + Quizzes

1	No. of Internal tests	:	<input type="text" value="2"/>	Max. Marks	:	<input type="text" value="30"/>
2	No. of assignments	:	<input type="text" value="3"/>	Max. Marks	:	<input type="text" value="5"/>
3	No. of Quizzes	:	<input type="text" value="3"/>	Max. Marks	:	<input type="text" value="5"/>

Duration of Internal Tests : 90 Minutes

Duration for SEE : 180 Minutes

N. Mary Jemina
25/6/26

QR

Amrta
25/6/2025
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Signatures :-

<p><i>Jaqueline</i> Dr. JACQUELINE AMARAL HEAD-HSS CHAIRMAN, BOS, HSS, VCE</p>	<p><i>Prof. B. V. Jaya</i> PROF. B. V. JAYA HEAD, DEPARTMENT OF ENGLISH, OSMANIA UNIVERSITY & DIRECTOR, ENGLISH LANGUAGE TEACHING CENTRE (ELTC), OSMANIA UNIVERSITY</p>
<p><i>N. Mary Jessica</i> PROF. MARRY JESSICA DEAN, ECONOMICS UOH, HYDERABAD</p>	<p><i>Prof. Patrick Anthony</i> PROF. PATRICK ANTHONY DEPT. OF COMMERCE, OSMANIA UNIVERSITY</p>
<p>MEMBERS OF HSS, VCE :- Dr. G. MEENA Dr. K. JHANSI RANI Dr. M. JYOTHI</p>	<p>MEMBERS OF HSS, VCE :- Dr. B. SHEELA RANI SIMON Dr. T. SUNAND EMMANUEL Dr. DNS. BHASKAR</p>