

**COURSE RECORD**

|                   |                                                                                                                                                                                                                                                                                                                                                       |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Code              | <b>BA 458</b>                                                                                                                                                                                                                                                                                                                                         |
| Name              | <b>Use of Business Intelligence</b>                                                                                                                                                                                                                                                                                                                   |
| Hour per week     | 3 (3+0)                                                                                                                                                                                                                                                                                                                                               |
| Credit            | 3                                                                                                                                                                                                                                                                                                                                                     |
| ECTS              | 5                                                                                                                                                                                                                                                                                                                                                     |
| Level/Year        | Undergraduate/3-4                                                                                                                                                                                                                                                                                                                                     |
| Type              | Elective                                                                                                                                                                                                                                                                                                                                              |
| Prerequisites     | BA 303                                                                                                                                                                                                                                                                                                                                                |
| Description       | This course introduces data-oriented techniques for business intelligence. Business Intelligence architecture, Big Data, Business Analytics, and Enterprise Reporting are topics covered. In order to access and present data, form reports, conduct analysis SAP Business Information Warehouse, Business Objects, or similar tools are be utilized. |
| Objectives        | Providing fundamental terminologies in Business Intelligence, Analytics and Data Science.<br>Outlining Descriptive Analytics, Predictive Analytics, and Prescriptive Analytics.                                                                                                                                                                       |
| Learning Outcomes | <i>By the end of the course, the student will be able to</i><br>LO1. Define the terminology of Business Intelligence and Data Analytics.<br>LO2. Analyze business analysis.<br>LO3. Compose multi-dimensional data analysis.<br>LO4. Apply analytical reporting functions available in an ERP system.                                                 |

**CONTRIBUTION TO PROGRAMME OUTCOMES\***

|     | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 | P010 |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| L01 | 5   | 5   | 5   | 5   | 2   | 1   | 5   | 5   | 5   | 5    |
| L02 | 5   | 5   | 3   | 5   | 3   | 1   | 5   | 5   | 5   | 5    |
| L03 | 5   | 5   | 3   | 5   | 2   | 0   | 5   | 5   | 5   | 5    |
| L04 | 5   | 5   | 2   | 5   | 3   | 3   | 3   | 5   | 5   | 5    |

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES\***

|     | ILO1 | ILO2 | ILO3 | ILO4 | ILO5 | ILO6 | ILO7 |
|-----|------|------|------|------|------|------|------|
| L01 | 5    | 5    | 4    | 3    | 4    | 3    | 4    |
| L02 | 5    | 5    | 3    | 3    | 3    | 3    | 4    |
| L03 | 5    | 4    | 4    | 4    | 4    | 3    | 4    |
| L04 | 5    | 4    | 4    | 4    | 4    | 3    | 5    |

\* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

**COURSE CONTENT DETAILS**

| Topics                                                           | Outcomes      |
|------------------------------------------------------------------|---------------|
| An Overview of Business Intelligence, Analytics and Data Science | L01,          |
| Descriptive Analytics                                            | L02, L03, L04 |
| Predictive Analytics                                             | L02, L03, L04 |
| Prescriptive Analytics                                           | L02, L03, L04 |
| Data Mining Process. Method and Algorithm                        | L02, L03, L04 |
| Big Data and Analytics                                           | L02, L03, L04 |
| ERP application                                                  | L04           |

**DERS BİLGİLERİ**

|                |                                                                                                                                                                                                                                                                                |
|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Kodu           | <b>BA 458</b>                                                                                                                                                                                                                                                                  |
| İsmi           | <b>İş Zekası Kullanımı</b>                                                                                                                                                                                                                                                     |
| Haftalık Saati | 3 (3+0)                                                                                                                                                                                                                                                                        |
| Kredi          | 3                                                                                                                                                                                                                                                                              |
| AKTS           | 5                                                                                                                                                                                                                                                                              |
| Seviye/Yıl     | Lisans/3-4                                                                                                                                                                                                                                                                     |
| Dersin Dili    | İngilizce                                                                                                                                                                                                                                                                      |
| Tip            | Seçmeli                                                                                                                                                                                                                                                                        |
| Ön Şart        | BA 303                                                                                                                                                                                                                                                                         |
| İçerik         | Bu ders, iş zekası için veri odaklı teknikleri tanıtır. İş zekası mimarisi, büyük veri, iş analitiği ve kurumsal raporlama kapsanan konulardır. Verilere erişmek ve bunları sunmak, raporlar oluşturmak, analiz yapmak için SAP, iş nesneleri veya benzeri araçlar kullanılır. |