

COURSE RECORD

Code	BA 458
Name	Use of Business Intelligence
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate / 3-4
Semester	Fall / Spring
Type	Elective
Prerequisites	BA303
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	<i>This course aims to</i> Endow fundamental terminologies in Business Intelligence, Analytics and Data Science. Introduce Descriptive Analytics, Predictive Analytics, and Prescriptive Analytics
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Grasp the terminology of Business Intelligence and Data Analytics. LO2. Carry out business analysis. LO3. Compose multi-dimensional data analysis. LO4. Perform common analytical reporting functions available in an ERP system.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
LO1	5	5	0	5	0	0	0	0	0	5
LO2	5	5	0	5	0	0	0	0	0	5
LO3	5	5	0	5	0	0	0	3	0	5
LO4	5	5	0	3	2	2	0	0	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	L01, L02, L03, L04
Predictive Analytics	L01, L02, L03, L04
Prescriptive Analytics	L01, L02, L03, L04
Data Mining Process. Method and Algorithm	L01, L02, L03, L04
Big Data and Analytics	L01, L02, L03, L04

DERS BİLGİLERİ

Kodu	BA 458
İsmi	İş Zekası Kullanımı
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/ 2
Dönem	Güz, Bahar
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA303
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 nesnelere veya benzeri araçlar kullanılır.