



BAKER COLLEGE
STUDENT LEARNING OUTCOMES
MIS 5260 Business Intelligence

3 Semester Hours

Student Learning Outcomes & Enabling Objectives

1. Describe the business intelligence (BI) concepts, methodology, and how it relates to decision support.
 - a. Define the framework for business intelligence (BI).
 - b. Explain different methodology in BI.
 - c. Illustrate how BI aligned with analytics and decision support.
2. Evaluate the concepts in Descriptive Analytics
 - a. Explore the nature of data and information.
 - b. Describe statistical modelling and reporting.
 - c. Analyze the role of data warehousing.
 - d. Describe various types of performance dashboards and their applications.
 - e. Design effective performance dashboard solutions.
3. Apply the concepts in Predictive Analytics
 - a. Identify the objectives and benefits of data mining.
 - b. Compare various methods and algorithms in data mining.
 - c. Describe techniques in web and text mining
 - d. Differentiate among text analytics, text mining, and data mining.
 - e. Appreciate the role of visualization techniques such as dashboards.
4. Develop the concepts in Prescriptive Analytics
 - a. Summarize the applications of prescriptive analytics techniques together with descriptive and predictive analytics.
 - b. Explain the basic concept of analytical optimization and event simulation.
 - c. Develop recommendations for evaluating performance dashboard products.
5. Identify the critical success factors of Business Intelligence (BI) implementation.
 - a. Investigate some of the emerging technologies that may impact analytics, business intelligence (BI), and decision support.
 - b. Describe the major ethical and legal issues of analytics implementation.

Big Ideas and Essential Questions

Big Ideas

- Business Intelligence (BI)
- Performance Dashboards
- Descriptive Analytics
- Predictive Analytics
- Emerging Trends in Business Analytics

Essential Questions:

1. What is Business Intelligence (BI) and why is it important?
2. What are some methodologies in BI?
3. How is a Performance Dashboard used in BI?
4. How does Data Mining play a role in BI?
5. What is the significance of different types of analytics in business?
6. How does a business adapt to an emerging technology trend?

These SLOs are not approved for experiential credit.

Effective: Fall 2021