



COURSE DESCRIPTOR

Business Intelligence

Business Intelligence

7,5 ECTS credit points (7,5 högskolepoäng)

Course code: FE2401

Educational level: Advanced level

Course level: D

Field of education: Social sciences (25%) och technology (75%)

Subject area: Business administration

Version: 1

Applies from: 2007-09-03

Approved: 2007-08-16

Replaces course descriptor approved: 2005-10-27

1 Course title and credit points

The course is titled Business Intelligence/Business Intelligence and awards 7,5 credit points. One credit point (högskolepoäng) corresponds to one credit point in the European Credit Transfer System (ECTS).

2 Decision and approval

This course is established by The Education Committee of the School of Management 2007-08-16. The course descriptor is approved by The Education Committee of the School of Management and applies from 2007-09-03.

3 Objectives

The purpose of the course is to develop basic knowledge and know how for student to be able to work professionally within the area of business intelligence. This means that the student should be able to understand the theory in this area, be able to develop his or her own business intelligence report and present it in a convincing manner.

4 Content

The course is managed from different aspects and under different themes. These themes are:

- A brief history of the field of business intelligence, both from a tacit and an explicit perspective
- Definitions and Practice of business intelligence
- Information asymmetry and competitive advantage in a Global marketplace
- The Means and Methods of Competitive Intelligence. Part 1: The influence of Cultures Part 2: The Analytical Toolbox
- Open Sources as a policy and a philosophy
- Developing the model and conducting the analysis
- The Technology of Competitive Intelligence: Business Intelligence Software
- The Technology of Competitive Intelligence: Surveillance and Security
- Developing and Managing Business Intelligence

Teams

- Industrial espionage and the Ethics of Information Gathering in Private and Public organizations

- The Business Intelligence Report

The practical part is considerable. The student shall, through individual work and through projects and co-working with businesses and other student groups, develop her business intelligence ability.

The practical projects shall also work as base for theoretical reflection around, the above mentioned, themes, and give understanding for learning in action.

5 Aims and learning outcomes

On completion of the course the student will:

- have knowledge on how business intelligence is managed in theory.
- develop an ability to transfer and relate the formal knowledge of theory to practice.
- Independently be able to initiate and execute various types of projects within the field of business intelligence
- gain understanding of business intelligence as learning in action
- gain understanding of modern information technology and its business opportunities.

6 Generic skills

The following generic skills are trained in the course:

More generally the course trains the students in the ability to think critically, analytically and pedagogically in intelligence endeavors. The course should also give the student the social skills requested in the industry.

7 Learning and teaching

The course is given in class room form. We use the latest software systems to assist with the report. There are opportunities to participate in chats and internet forums, assisting each other. At the end of

the course the student is asked to deliver and present their business intelligence report.

8 Assessment and grading

Examination of the course

Code	Module	Credit	Grade
0710	Report	2.5hp	U/G/VG
0720	Examination	5hp	U/G/VG

The course will be graded Fail (U), Pass (G) or Pass with Distinction (VG). The course is given in class room form. We use the latest software systems to assist with the report. There are opportunities to participate in chats and internet forums, assisting each other. At the end of the course the student is asked to deliver and present their business intelligence report.

On request grades according to ECTS will be given.

9 Course evaluation

The course coordinator is responsible for systematically gathering feedback from the students in course evaluations and making sure that the results of these feed back into the development of the course.

10 Prerequisites

Students are required to have 90 points of Business Administration of which 7,5 points shall be a basic course in marketing or 180 points of academic study of which at least 7,5 points shall be basic marketing. (or the equivalent).

11 Field of education and subject area

The course is part of the field of education Social sciences (25%) och Technology (75%) and is included in the subject area business administration.

12 Restrictions regarding degree

The course cannot form part of a degree with another course, the content of which completely or partly corresponds with the contents of this course.

13 Course literature and other teaching material

Primary

Solberg Soilen, Klaus (latest version). Introduction to Private- and Public Intelligence. Studentlitteratur: Lund

Secondary

The Secondary literature is updated each year and therefore open to changes.

+ Updated articles for each course.

The student is asked to read articles assigned for each lecture, notes and possible PowerPoint presentations before each lecture, which may be found at LUVIT or similar IT systems.

