

MGMT 3391 : Business Intelligence and Decision-Making

The course provides an overview of the fundamental concepts and tools needed to understand the emerging role of data-driven decision-making in organizations. Starting with an introduction to business intelligence (BI) concepts, the course will explore how business problems can be solved effectively by using operational data to create data warehouses, and then applying data mining tools and analytics to gain new insights into organizational operations. The course is organized around the following general themes: the business value of data, planning and business requirements, data management, benchmarking, and business analytics. The emphasis is on interpreting and translating business data into information for the benefit of internal and external consumers. Practical examples and case studies are presented throughout the course.

Credits 3

Course ID

009366

Requisites

[MGMT 3391](#) Prerequisites: [MGMT 3390](#)

Semester Offered

Fall

spring semesters