INFS955

Business Intelligence & Data Analytics

INFS955

Business Intelligence & Data Analytics

Instructor Contact Details

Lecturer-in-charge: Mingzheng WANG (TBD)
Email: wlwyxy_29@zju.edu.cn
Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China
Consultation Time: Book appointment by sending email to: wlwyxy_29@zju.edu.cn

Teaching Times, Modes and Locations

Course Duration: 1 July 2024 to 19 July 2024
Modes: Online/Face-to-face
Location: Anywhere via online, or Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Postgraduate

Credit Points:

The course is worth 6 units of credit point.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester- long course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

Course Description:

This course provides an in-depth understanding of Business Intelligence (BI) and its crucial role in modern business decision-making. Students will learn to utilize BI tools for data discovery and analysis, gaining practical experience with commercial BI tools. The course also covers the basics of business research and information management, equipping students with skills to design research instruments, collect and filter information, and communicate valuable insights effectively for strategic planning. Additionally, students will explore marketing research, develop essential research skills, and apply them in practical settings. The course culminates in a team-based project simulation, allowing students to build a BI solution based on a real-world case study, aligning them with the latest practices in data-driven decision-making.

Prerequisite:

N/A

Learning Resources

Ramesh Sharda, Dursun Delen, and Efraim Turban. Business intelligence and Analytics: Systems for Decision Support (3rd edition. Pearson, 2014

Buglear, John. Stats Means Business: Statistics and Business Analytics for Business, Hospitality and Tourism. (2nd edition. Routledge, 2010.

Learning Objectives

By the end of this course, you should be able to:

・Describe the organizational issues related to a business intelligence-based management approach and propose solutions to overcome the issues.

・Provide professional decision-making in developing a business intelligence solution. Exercise sound critical judgement in undertaking a real-world Business Intelligence development case study.

・Design and implement a business intelligence dashboard solution.

Course Delivery:

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision and final exam.

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Introduction	Lecture; Tutorial
1	An Overview of Business Intelligence	Lecture; Tutorial
1	Introduction to Business Intelligence & Descriptive Analysis	Lecture; Tutorial
1	Data Warehousing	Lecture; Tutorial
1	Data Integration and the Extraction, Transformation, and Load (ETL) Processes	Lecture; Tutorial
2	Data and Information Visualization	Lecture; Tutorial
2	Descriptive Analysis	Lecture; Tutorial
2	Predictive Analytics	Lecture; Tutorial
2	In-class Test	Closed book
2	Techniques for Predictive Modeling	Lecture; Tutorial
2	Project discussion	Lecture; Tutorial
3	Problem-Solving Search Methods	Lecture; Tutorial
3	Knowledge Management and Collaborative Systems	Lecture; Tutorial
3	Analytics at Space & Evaluation Success	Lecture; Tutorial
3	Review	Tutorial
3	Final exam	Closed book

Assessments:

Class participation	15%
In-class Test	15%
Assignments	20%
Final exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

• Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
• Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
• All criteria addressed to a high level.

Distinction 75-84
• Treatment of material evidences an advanced understanding of ideas Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
• All criteria addressed strongly.

Credit 65-74
• Treatment of material displays a good understanding of ideas
• Work is well-written and stylistically sound, with a minimum of syntactical errors.
• All criteria addressed clearly.

Pass 50-64
• Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
• Most criteria addressed adequately.

Fail 0-49
• Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
• Most criteria not clearly or adequately addressed.

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.