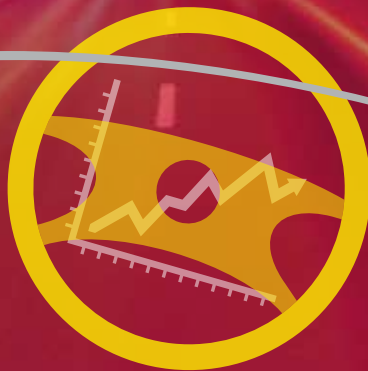


WORKBOOK

# Business Intelligence



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# Business Intelligence



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Visuele communicatie Open Universiteit

*Printing and binding*  
OCÉ Business Service

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First edition: 2015

IM0002\_50086\_09012015

ISBN 978 94 91825 79 8 (serie)  
ISBN 978 94 91825 82 8 (workbook)

Course code IM0002

## Structure of the course Business Intelligence

Part	Block	Learning unit	Textbook	Week	Workload (hours)	Page
Workbook		Introduction to the course				7
	1 Business Intelligence Overview and Data Warehousing	1 Business Intelligence and Data Warehousing 2 Corporate Social Responsibility 3 Assignment Overview 4 Business Intelligence Overview 5 Data Warehousing	Verhagen   Sharda 1 Sharda 2	1-3	7,5 1 1 2,5 4,5	13 15 23 25 27
	2 Business Performance Management	6 Business Performance Management 7 Assignment task 1	Sharda 3	4-6	4 11	31 33
	3 Mining	8 Data Mining 9 Text and Web Mining 10 Assignment: a closer look 11 Meeting: face to face tutor session	Sharda 4 Sharda 5	7-9	4,5 6 2 3	37 49 53 55
	4 Big Data and Analytics	12 Assignment task 2 13 Big Data and Analytics	Sharda 6	10-12	12 4	59 61
	5 Emerging Trends and Future Impacts	14 Emerging Trends and Future Impacts 15 Assignment task 3	Sharda 7	13-15	3 12	65 67
	6 Final presentation	16 Assignment task 4 and 5 17 Presentation meeting		15-18	13 4	71 73
Assignment bundle		Introduction				
	1 Assignment	Task 1: Search for an organization suitable for an IA4BI project Task 2: Present BI: Analysis of existing BI projects and their perspectives Task 3: Future BI: Analysis of new opportunities to use BI methods Task 4: Reflection Task 5: Presentation of the results of the IA4BI project				
	2 Theory	Audit for Business Intelligence				
	3 Letter	Information for organizations willing to act as BI audit organization				
	4 Forms	Form 1 (task 1) Form 2 (task 2) Form 3 (task 3) Form 4 (task 4)				
	5 Example case Radio Good	Radio Good task 1 Radio Good task 2 Radio Good task 3 Radio Good task 5				
Textbook	<i>Business Intelligence: A Managerial Perspective on Analytics</i> 3rd Edition, by Ramesh Sharda, Dursun Delen and Efraim Turban (Pearson, 2014)					
	<i>Business Intelligence en datawarehousing</i> 2nd edition, by Karien Verhagen (Pearson, 2011)					
Website	<a href="http://www.studienet.ou.nl">http://www.studienet.ou.nl</a>					