

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Business Intelligence

COURSE NUMBER: DBA 7510

COURSE DESCRIPTION:

This course integrates and applies key concepts of business intelligence (BI) and critical thinking (CT) from an executive management perspective. Students learn how to leverage data and systems to develop and evaluate strategic alternatives, make better-informed decisions, and effectively manage a business. A critical thinking process which can help managers intelligence project. The course includes the uses and users of business intelligence, as well as the type of applications and tools that may be deployed to help students better understand the power of business intelligence in making better-informed decisions that rely on data, analysis, and systematic reasoning, in order to avoid poor business decisions based on culture, assumptions and biases.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Become familiar with basic concepts of Business Intelligence (BI) in a contemporary business environment.

Learning Objectives: The student will:

- A-1 Describe key components of business intelligence solutions
- A-2 Identify key dependencies on the information technology infrastructure
- A-3 Differentiate between business and technology drivers that influence BI solutions
- A-4 Differentiate among different BI solutions used in different industries

GOAL B:

Demonstrate the value of BI and how it can contribute to business objectives.

Learning Objectives: The student will:

- B-1 Describe from a strategic perspective, how BI solutions can help executives better manage their businesses
- B-2 Distinguish between gut decisions and informed decisions, which are based on the data, analysis, and systematic reasoning

B-3

business performance

B-4