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2017

INFO 655-W18 Business Intelligence

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INFO 655 – W18: Business Intelligence Syllabus

Instructor

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Office Location

Smith Hall Rm 120B

Office Hours

M-R 11-6:30

F 10-5:30

Appointment preferred

Can do Video Conf.

Course Schedule

This will be a hybrid class with face-to-face meetings at West Chester on Tuesdays 5:30-9:45 during Nov 14-Dec 15, 2018. Other content will be due/delivered by asynchronous method via canvas. This will give you more time between assignments as this is a highly condensed course and has three credit hours of content.

Course Overview

This course is an introduction to Business Intelligence (BI). BI refers to the use of the computers to analyze complex information about an organization and its competitors for use in business planning and decision making. The objective is to create more timely, higher quality input to the decision process. This course takes a managerial approach to BI and emphasizes its applications and implementations. We will focus on the applied knowledge of the theory and business outcomes in terms of BI for your business management team and overall strategic goals.

Student Learning Outcomes

By the end of this course, students will be able to:

1. Define BI and components associated with it.
2. Explain emerging trends in the BI industry.
3. Describe frequently used BI applications
4. Apply knowledge of the issues that affect the success or failure of BI initiatives to a business situation.
5. Assess a business case for BI to create a suggested option for implementation
6. Effectively present the ROI benefits of BI to managers (especially non-IT)

Required Text

Successful Business Intelligence Second Edition, *Cindi Howson*
ISBN: 978-0-07-180918-4

Hyper, *Gregory P. Steffine*
ISBN: 978-0-692-42308-0

Course Materials

You will need to purchase a course packet from Harvard Business Review. This includes several cases or publication chapters as well as a simulation. The link to the specialized packet for the course is below. You will need to create a student account with HBR and login before you can access the packet.

- <http://cb.hbsp.harvard.edu/cbmp/access/65021570>

Resources

Further resources can be found all over the web and via tech journals. Two specific ones for reference during discussion/short paper can be found below.

- Data Warehousing Institute which sponsors The Business Intelligence Journal as well as regional training and quarterly conference (www.dw-institute.com)
 - DM Review is a practitioner publication for the BI area. You can register for the site if you are interested in more details
- Xavier Library also gives access to many journals, databases and articles electronically on their site via the hub.

Grading

Scale: A (100-95), A- (94.9-90), B+ (89.9-85), B (84.9-80), B- (79.9-75), C+ (74.9-70), C (69.9-65), F (64.9 and below)

Distribution of points (rubrics are in canvas):

- Discussions – 8 points each
- Review/Summary Paper – 15 points each
- Case Analysis – 15 points each
- Simulation – 15 points
- Quiz – 10 points
- Project Interview – 10 points
- Team Outline – 10 points
- Team Paper – 25 points
- Team Presentation –25 points
- Exam – 30 points
- Reflections – 5 pts in all
- Total: 206 Points

Homework Policy

All assignments are expected to be received on time. Several of the assignments are due before class meetings begin so you are prepared to fully participate. If you have questions about any assignments, please reach out to me. I am happy to answer questions or clarify any assignment requirements. Everything is turned in via Canvas. If you have any loading issues, contact me ASAP to keep from missing any looming deadlines. Please make sure all work is your own on individual assignments and for team work you are participating as part of the team. Put references in all areas where the work is not your original idea. Please refer to the University policies in the student handbook for consequences of cheating/plagiarism.

Guidelines for assignments

All documents should be submitted in Times New Roman font, size 11 or 12, single spaced (excluding titles or cover pages).

Discussion Posts – These posts are very similar to discussions during class time except you are writing down your thoughts before seeing others' thoughts. From there, responding to other's posts serves as the back-and-forth portion of a discussion. Your comments should answer the questions being asked of you for the assignment while including reference to materials from class and/or additional outside sources. Responses to others' posts should also state where you agree or disagree and why again citing resources from class materials or outside sources. Quality is more important than quantity here. Make sure you are sharing information that is insightful and helpful to your classmates. Review the rubric for each post to best understand how points are given.

Review/summary papers – These serve two purposes for you: 1) ensure you are prepared for class discussions and 2) give time to prepare questions/thoughts for the exam and team assignments. These assignments allow me to see you are understanding key ideas and can discuss your view in areas like trends and applications. The review paper is given with pre-written topics or questions for you to respond to as you go through the readings while a summary paper is up to you to determine the most valuable information and provide any outside sources for topics you would like to include in more detail. Format of summaries should include a title sheet with your name, the assignment name, reference to the reading being summarized and the class information (i.e. INFO 655-W18). Be sure to site any outside reference from the originally assigned readings. This can just be a listing at the end of the paper entitled "references" with notations of the author name behind any direct quotes/information.

Reflections – These are short answers to a few questions at the end of each module. The intention of the reflections is so you may take a moment to look back at the module. This lets me know if learning outcomes are being met as we go through the class. Your feedback in the reflections will let me know if changes need to be made as the class goes rather than finding out at the end there was a real problem or issue with the flow of the class or content. Please be honest and respectful. Points are given based on completion of the questions not content. You are getting easy points for your time to give honest feedback.

Case/Simulation Write-ups – The goal of cases in this class is to expose you to issues companies have had when determining BI strategies and issues implementing those strategies. The simulation is very similar to a case to but very specific to the use of dashboards and their design. The cases will be done on your own. Include a cover with your name, date, title of the case and the class information listed. The write-ups should be done like a report where quality is valued over quantity. Start by providing a review of the key facts. This not a summary but rather a listing of facts much like you would do for an invitation – the who (company and/or department and roles/persons affected), the what (industry), when (the time line of the decision or implementation) and the question(s) seeking a solution. The next section will be your observations/assumptions (a SWOT, research on the industry or issue, what you are assuming with the facts given), finally end with your recommendation and provide your references to show why (use class readings, outside sources, experiences). For the simulation, you will work through this with your teams in class. The write-up will be similar to the cases, but your recommendation will be your own while observations will be based on what you saw or didn't see during going on in the dashboard simulation that relates to strategies learned in class readings, discussions, etc...

Interview – First, schedule a time to do an interview with an IT manager at your employer or other business. This can be via telephone, video conference, in person or if needed via email "questionnaire." You must come up with questions that you want to ask the person before the meeting. These need to be questions that will be helpful to you in doing the team project. You may work with your team to discuss the best questions to ask or come up with them on your own. I am happy to review your questions or discuss topics of questions. The submission for this interview is the transcription of your interview showing the questions followed by the manager's answers. You should include a title, and an overview at the top of page including your name, who was interviewed, their role and company, method of interview and date completed.

Team Project – Goal: Are you able to take what you have learned in the class to apply a BI strategy to a current company? As a team of managers across a company with unique backgrounds and area expertise, you will work together to give a BI plan for your company to move forward.

Team Outline – This is an outline of what will become your team report. There are four parts. 1) What company are you choosing and what type of strategy does this company currently have (or not have)? 2) What strategy options would the team consider pursuing (total change, updates/additions)? What information and research will you need to do (industry & competitors)? 3) What questions may be asked of you by a management team wanting to know the benefits of your strategy – what’s the connection to the company overall strategy, what’s the ROI benefit, who will need to be onboarded/trained to make this happen (think change management/org strategy from MGMT 550). This area will prepare you for your final presentation. What questions will you need to answer? 4) Who from your team will do what part of the research/project details? This will come in handy when breaking up the full report and the presentation. Discussing each person’s background and what they can bring to the team is always beneficial to make the final project cohesive.

Team Report – This is the formal report for your team’s work and should include all the pertinent information shared in your presentation. All details from your outline should be included in the various sections of the paper. All sections should include resources as appropriate to the content being discussed (more details on this in canvas).

Team Presentation – Create a slide deck to discuss your project with the rest of class (as if they are your management team from which you need buy in to make the strategy happen!). You will have approximately 10 minutes to present with 2-3 minutes to take questions afterward. Points will be based on presentation of content areas from your report and effective communication of the benefits of your BI implementation for the company as well as clarity of slides/visual information. Please use online resources to find best etiquette for slides to be used. Slides that are too crowded, hard to see/read will lose points. Also, refrain from reading content directly off the slide. All team members should present part of the slide deck/report content. Reach out to me if you have questions.

Team Ratings – You will fill out a rating for each team member on their performance within the team. Things like contribution, being inclusive and collaboration will be rated. This can have an effect on your overall grade if there is consistently low feedback from your other teammates. If you have any team issues throughout the course, I’m happy to discuss with you.

****Schedule is subject to change. All updates will be done via canvas and will be shared in an announcement****

Course Schedule

Module) Dates	Topic
S) Nov 12-14, 2017	Getting started
1) Nov 14-20, 2017	What is BI? What are the trends?
2) Nov 20-28, 2017	BI Applications & Cases of BI
3) Nov 28-Dec 3, 2017	Try it out: A simulation for BI
4) Dec 3-10, 2017	Bi in Action: Team work, Make your case
5) Dec 10-15, 2017	Present it!

Assignment	Item	Due date	Notes
Introduce yourself	Discussion Post	Nov 13	Helps me get to know you, create teams
Pre-Knowledge Quiz	Quiz	Nov 13	Do this before you prepare for class!
Intro BI Readings	Reading Summary Sheet	Nov 14	For in-class Discussion
Readings/Video	Discussion Post, Response post	Nov 16, Nov 18	
Trends in BI Summary	Brief Summary Paper	Nov 18	
Reflection	Module 1 Reflection	Nov 19	
Readings + Review	Review Paper	Nov 21	
Speaker Reactions	Reaction Discussion Post	Nov 22, 26	
Case Analysis	Case Analysis Report	Nov 27	
Reflection	Module 2 Reflection	Nov 27	
Simulation	Sign in/start review	Nov 28	We will work in class on the Simulation
Simulation	Write-up	Dec 2	
Reflection	Module 3 Reflection	Dec 3	
Interview with IT manager	Interview Transcription	Dec 5	Teams will have time to meet
Team Project	Outline	Dec 6	
Team Project	Draft Team Report (optional)	Dec 10	
Reflection	Module 4 Reflection	Dec 11	
Team Project	Presentation Slide Deck	Dec 12	Before class starts

Team Project	Final Team Report & Team Ratings	Dec 12	End of day
Exam	Final Exam	Dec 14	
Reflection	Module 5 Reflection	Dec 15	
Course Evaluation	XU course evaluation	Dec 15	