



"الريادة والأبداع في الأعمال"  
"Entrepreneurship and  
Innovation in Business"

جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan  
كلية الأعمال  
Faculty of Business



"عراقة وجودة"  
"Tradition and Quality"

**Detailed Course Description - Course Plan Development and Updating Procedures/  
Management Information System Department**

**QF05/0408-3.0E**

Faculty	Business	Department	Management Information System
Course number	0506442	Course title	Business Intelligence
Number of credit hours	3	Pre-requisite/co-requisite	Advanced Management Information Systems

The objectives of this course are: to understand the concepts at AI and its role in Business, to realize the importance of knowledge & ,to be familiar of AI applications.

	Course goals and learning outcomes
<b>Goal 1</b>	Understand today's turbulent business environment and the need for computerized support managerial decision making
Learning outcomes	1.1 To deeply describe the challenges in today's business environment 1.2 To appreciate the role of IT in the decision making process
<b>Goal 2</b>	Describe the business intelligence methodology and concepts and the major implementation issues
Learning outcomes	2.1 To clearly present the business intelligence concepts and methodology 2.2 To appreciate the major implementation issues
<b>Goal 3</b>	Understand basic Concepts , Architectures, Processes and Operation of Data Warehousing
Learning outcomes	3.1 To articulate the concepts of Data warehousing 3.2 To clearly describe the architectures, processes and operations of Data Warehousing 3.3 To explore the local market in Data Warehousing Technology
<b>Goal 4</b>	Define and understand Data Mining Technology ,Objectives, Benefits and Applications
Learning outcomes	4.1 To identify the Data Mining Technologies, Objectives Benefits and applications 4.2 To have hands on some Data Mining tools 4.3 To explore the local market in the Data Mining Technology
<b>Goal 5</b>	Learn the standardized Data Mining Processes , and Pitfalls
Learning outcomes	5.1 To articulate the Data Mining Processes 5.2 To clearly express the Data Mining Pitfalls3.
<b>Goal 6</b>	Describe Text Mining and different Application Areas
Learning outcomes	6.1 To identify the Text Mining Application Areas 6.2 To be able to describe the Text Mining concepts 6.3 To explore the local market in Text Mining Technology
<b>Goal 7</b>	Understand the need for connecting BI systems with other IS
Learning outcomes	7.1 To appreciate the interdependencies of the business Information Systems 7.2 To be able to exercise the mechanism of connecting BI with other IS
<b>Textbook</b>	Efraim Turban, Ramesh sharda , Business Intelligence : A Managerial approach, 2 <sup>nd</sup> edition (2011) , Prentice Hall
<b>Supplementary references</b>	



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Course timeline				
Week	Number of hours	Course topics	Pages (textbook)	Notes
01	1	Chapter 1: Introduction to Business Intelligence	26 – 35	
	1	Changing Business Environment and Computerized Decision Support		
	1	A Framework for Business Intelligence: Definition, History, Architecture, and Benefits		
02	1	Chapter 1 : Introduction to Business Intelligence	36- 38	
	1	Intelligence Creation and Use		
	1	Transaction Process versus Analytic processing		
03	1	Chapter 1 : Introduction to Business Intelligence	38- 42	
	1	Successful BI Implementation		
	1	Major BI Tools and Techniques		
04	1	Chapter 2 : Data Warehousing	52 – 63	
	1	DW definitions and concepts		
	1	DW process DW Architectures		
05	1	Chapter 2 : Data Warehousing	65- 68	
	1	Data Integration and the Extraction, Transformation, and Load		
	1			
06	1	Chapter 2 : Data Warehousing	69- 79	
	1	Data Warehousing Development		
	1	DW vendors, DW development approaches OLAP versus OLTP		
07	1	Chapter 4 : Data Mining	155- 176	
	1	DM concepts and definitions		
	1	DM applications DM process		
08	1	Chapter 4 : Data Mining	177- 198	
	1	DM methods		
	1	Artificial Neural Networks for Data Mining DM Software Tools		
09	1	Chapter 5 : Text and Web Mining	212- 219	
	1	Text Mining definitions and concept		
	1	Natural Language processing		
10	1	Chapter 5 : Text and Web Mining	220- 225	
	1	Text Mining Applications		
	1	Text Mining Tools		
11	1	Chapter 5 : Text and Web mining	238- 245	
	1	Web Content Mining and Web Structure		
	1	Web Mining success Stories		
12	1	Chapter 6 : Business Intelligence Implementation:	255-258	
	1	Integration and Emerging Trends		



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	<b>1</b>	Implementation Overview Implementation Factors Managerial Issues in Implementation		
<b>13</b>	<b>1 1 1</b>	Chapter 6 : Business Intelligence Implementation: Integration and Emerging Trends BI and Integration Types of Integration	258-259	
<b>14</b>	<b>1 1 1</b>	Chapter 6 : Business Intelligence Implementation: Integration and Emerging Trends Connecting BI systems to Database Connecting BI to other Enterprise Systems	260- 261	

<b>Theoretical course evaluation methods and weight</b>	Participation = 10% First exam 20% Second exam 20% Final exam 50%	<b>Practical (clinical) course evaluation methods</b>	Semester students' work = 50% (Reports, research, quizzes, etc.) Final exam = 50%
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<b>Approved by head of department</b>		<b>Date of approval</b>	
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Extra information (to be updated every semester by corresponding faculty member)

<b>Name of teacher</b>		<b>Office Number</b>	
Phone number (extension)		Email	<a href="mailto:_____@zug.edu.jo">_____@zug.edu.jo</a>
Office hours			