B. Sc. (Information Technology)		Semester – VI	
Course Name: Business Intelligence		**Course Code: USIT603**	
Periods per week (1 Period is 50 minutes)		**5**	
Credits		**2**	
		Hours	**Marks**
Evaluation System	**Theory Examination**	**2½**	**75**
	Internal	**--**	**25**

Unit	Details	Lectures
I	**Business intelligence:** Effective and timely decisions, Data, information and knowledge, The role of mathematical models, Business intelligence architectures, Ethics and business intelligence **Decision support systems:** Definition of system, Representation of the decision-making process, Evolution of information systems, Definition of decision support system, Development of a decision support system	12
II	**Mathematical models for decision making:** Structure of mathematical models, Development of a model, Classes of models **Data mining:** Definition of data mining, Representation of input data , Data mining process, Analysis methodologies **Data preparation**: Data validation, Data transformation, Data reduction	12
III	**Classification**: Classification problems, Evaluation of classification models, Bayesian methods, Logistic regression, Neural networks, Support vector machines **Clustering:** Clustering methods, Partition methods, Hierarchical methods, Evaluation of clustering models	12
IV	**Business intelligence applications:** **Marketing models**: Relational marketing, Sales force management, **Logistic and production models**: Supply chain optimization, Optimization models for logistics planning, Revenue management systems. **Data envelopment analysis**: Efficiency measures, Efficient frontier, The CCR model, Identification of good operating practices	12
V	**Knowledge Management:** Introduction to Knowledge Management, Organizational Learning and Transformation, Knowledge Management Activities, Approaches to Knowledge Management, Information Technology (IT) In Knowledge Management, Knowledge Management Systems Implementation, Roles of People in Knowledge Management **Artificial Intelligence and Expert Systems:** Concepts and Definitions of Artificial Intelligence, Artificial Intelligence Versus Natural Intelligence, Basic Concepts of Expert Systems, Applications of Expert Systems, Structure of Expert Systems, Knowledge Engineering, Development of Expert Systems	12

Books and References:

Sr. No.	Title	Author/s	Publisher	Edition	Year
1.	Business Intelligence: Data Mining and Optimization for Decision Making	Carlo Vercellis	Wiley	First	2009
2.	Decision support and Business Intelligence Systems	Efraim Turban, Ramesh Sharda, Dursun Delen	Pearson	Ninth	2011
3.	Fundamental of Business Intelligence	Grossmann W, Rinderle-Ma	Springer	First	2015