



**Introducton to Business Intelligence
COMM/CPSC 354-3
Winter 2016**

INSTRUCTOR: Andreas Hirt
E-MAIL: hirta@unbc.ca
OFFICE LOCATION: Teaching and Learning Building 10-2036
OFFICE HOURS: TBD
TELEPHONE NUMBER: 250 960-6756

CLASS TIME: F 2:30pm – 5:20pm
CLASS LOCATION: 5-155
WEBSITE: <https://learn.unbc.ca> > Introduction to Business Intelligence

Information regarding the Computer Science Department at UNBC can be found at:
http://www.unbc.ca/computer_science

COURSE DESCRIPTION

Business intelligence involves conversion of mass data into effectively communicated information through visual, interactive media that enables evidence-based strategic decision making. Course topics include: data extract-transform-load (ETL); data quality; master data management (MDM) ; data warehouse models; conformance; star/snowflake dimensional models; online transaction processing (OLTP) ; online analytical processing (OLAP) ; effective data visualization (lead/lag key performance indicators, scorecards, dashboards, reports) ; governance; success/failure factors; and emerging trends. The students apply the concepts in a term project using leading technologies and business intelligence tools.

REQUIRED TEXTS

- **Required:** Business Intelligence: A Managerial Perspective on Analytics (3rd Edition), R. Sharda, D. Delen, E. Turban, 2014, Pearson (ISBN-13: 978-0133051056).
- Additional materials will be provided as needed via Blackboard and class handouts.

Visit the Blackboard on-line course materials as often as you need to keep up. Minimum recommended, is **once every 36 hours**. Don't forget to read all e-mails and course announcements.

COURSE GRADE WEIGHTING

Description	Grade Weight	Notes
Midterm	15%	February 19, 2016 (in-lecture)
Final Exam	25%	TBD, between April 13 - 23, 2016
Quizzes	10%	6 quizzes, each worth 1.67% of your final grade
Assignments	30%	5 assignments, each worth 6% of your final grade
Team Project ¹	20%	Applied Team Project using BI Tools (3 parts, each weighted 6 ⅓ % of your final grade)

In an unlikely event that requires re-visiting the above grading scheme, your grade will be calculated using both schemes and you will be automatically assigned the higher of the two grades.

¹ The instructor will create the teams, a detailed grading scheme for the team project will be provided online via Blackboard

LECTURE SCHEDULE

The planned lecture schedule is listed below, but is subject to change.

Lecture Dates (Friday, 2:30PM-5:20PM)		Legend	
Friday		Green	Introduction
1/08/2016	Introduction	Orange	DW
1/15/2016	Data Warehousing	Blue	Reporting, Visual Analytics, BPM
1/22/2016	Data Warehousing	Pink	DM
1/29/2016	Reporting, Visual Analytics, BPM	Burgandy	KPIs & Dashboard Design
		Purple	Emerging Trends
2/05/2016	Reporting, Visual Analytics, BPM	Yellow	Team Project
2/12/2016	Reading Break - No Lecture		
2/19/2016	Midterm		
2/26/2016	KPIs and Dashboard Design		
3/04/2016	KPIs and Dashboard Design		
3/11/2016	Data Mining		
3/18/2016	Data Mining		
3/25/2016	Good Friday - No Lecture		
4/01/2016	Emerging Trends		
4/08/2016	Final Exam Review		

DUE DATES

All assignments, quizzes, and team projects are due at **8:30am**, as per the schedule below, via blackboard. **Late submissions, as well as incorrect and/or corrupt submissions will not be accepted and will receive an automatic zero.** Students are responsible for downloading and checking all submitted work before the deadline.

Monday	Friday
1/04/2016	1/08/2016
1/11/2016 Quiz 1	1/15/2016 Assignment 1
1/18/2016	1/22/2016
1/25/2016 Quiz 2	1/29/2016 Assignment 2
2/01/2016	2/05/2016 Team Project - Part 1
2/08/2016 Quiz 3	2/12/2016 Assignment 3
2/15/2016	2/19/2016
2/22/2016	2/26/2016
2/29/2016	
3/07/2016 Quiz 4	3/04/2016
3/14/2016	3/11/2016 Assignment 4
3/21/2016 Quiz 5	3/18/2016 Team Project - Part 2
3/28/2016 Easter Monday - No Lecture	3/25/2016 Assignment 5
4/04/2016 Quiz 6	4/01/2016
	4/08/2016 Team Project - Part 3

ASSIGNMENT DESCRIPTIONS

For all assignment descriptions, as well as the team project description please see the Blackboard Learn course web-page: <https://learn.unbc.ca> > Introduction to Business Intelligence

SUBMISSION FORMAT

- All assignment submissions, as well as the team project, must follow the assignment guidelines and be submitted electronically through the correct Blackboard Learn assignment inbox.
- Adherence to all academic standards and forms is expected. Of particular note are the use of the third person in all assignments; the proper citation of sources; inclusion of bibliographies; and the use of proper spelling and grammar.

MISSED ASSIGNMENTS/QUIZZES

Missed assignments and quizzes covered by a documented exemption will be dealt with all at once, at the end of term, or by a contract process negotiated between the instructor and the student. No other accommodation will be given for any reason whatsoever.

MISSING AN EXAM

Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement, illness and legitimate reasons are admissible justifications for absence from a scheduled examination (e.g., Writing an LSAT or CGA exam and there is a time conflict).

Do not schedule travel during the midterm or final exam period that may introduce conflicts!

IF YOU HAVE MISSED AM EXAM

Satisfactory explanation, with supporting documentation as appropriate, for any final examination missed must be made by the student or designate.

- A missed midterm covered by a documented exception can be made up only by writing the final exam.
- A missed final exam must be processed by the office of the Registrar, as described below.

Satisfactory explanation, with supporting documentation as appropriate, for any final examination missed must be made by the student or designate to the Office of the Registrar within 48 hours from the time the examination was written.

Within 48 hours of receiving a submission, the Registrar or designate may direct the Program under which the course is offered to arrange the writing of a special examination in the case of an examination which was missed.

Normally, for explanations of sickness, a doctor's certification is required.

COURSE GRADING

For additional details about GPA, see: www.unbc.ca/calendar/undergraduate/general/regulations.html

<u>Excellent</u>	A+	=	90-100
	A	=	85-89.9
	A-	=	80-84.9
<u>Good</u>	B+	=	77-79.9
	B	=	73-76.9
	B-	=	70-72.9
<u>Satisfactory</u>	C+	=	67-69.9
	C	=	63-66.9

<u>Marginal</u>	C-	=	60-62.9
	D+	=	57-59.9
	D	=	53-56.9
	D-	=	50-52.9
<u>Failure:</u>	F	=	0-49.9

CONDUCT IN EXAMINATIONS

Students must present appropriate identification upon entering the examination room. Appropriate identification is defined as a UNBC student card and/or some other form of photo identification acceptable to the proctor. The following regulations apply to the conduct of examinations:

- a. Books, papers, or other materials or devices must not be in the possession of the student during an exam except by the express permission of the examiner. Specifically, without such permission no laptop computers, mobile phone sets, handheld electronic devices or the like may be in possession of the student in the examination room (see Regulation 43 (b)).
- b. No candidate is permitted to enter the examination room more than 30 minutes after the beginning of the examination, or permitted to leave within 30 minutes after the examination has started.
- c. Candidates must not communicate in any way with other candidates in the examination room.
- d. Candidates must not leave their seats, except when granted permission by the proctor.
- e. Candidates must turn in all materials, including rough work, upon leaving the examination room.
- f. Food and beverages other than water are not permitted in the examination room.

In addition to the above comments on examinations, please see the calendar regarding details on UNBC expectations.

PLAGIARISM AND ACADEMIC MISCONDUCT

Any course work (quizzes, assignments, project, midterm, or final) cheated on or plagiarized will get an automatic zero for all parties and an academic misconduct form filed in their permanent student record. Students with a history of academic misconduct will automatically have their academic sanction escalated.

The instructors reserves the right to give an oral exam to replace a student's mark on suspected cheating or plagiarism of any course work, or suspected unfair contribution to team project.

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar (see sections 45-47 of the undergraduate academic calendar for further details). A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

RESPECT

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.

ETHICAL STANDARDS

The following behaviors are considered unethical:

- Telling the instructor that you "need" a certain grade
- Asking for extra assignments for the purpose of raising a grade
- Asking that the grade be raised because it is very close to the next higher grade
- Asking that the grade be raised because you did very well on one part of the course or grading scheme
- Asking for a higher grade because you don't like the grading scheme
- Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
- Asking to be treated better than other students by making an exception to the rules
- Asking for any other unfair advantage in grading.

ACCESS RESOURCE CENTER

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please feel free to meet with the instructor to review your specific needs or contact the Access Resources Centre located in the Teaching and Learning Centre, Main Floor West Block Room 10-1048 Tel 250-960-5682 or via email arc@unbc.ca For more information, please visit their website www.unbc.ca/arc

ACADEMIC ADVISING

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

ACCESS SUPPORT CENTER

For tutoring online or in person; download handouts on writing, math, and referencing; receive study assistance; and much more, please see the Learning Skills Centre. Their website is www.unbc.ca/asc

The Learning Skills Centre is committed to supporting and enhancing student learning and to providing the skills students will need to become life-long learners. Through collaborative partnerships, we offer services and resources that empower students to take responsibility for their own learning. Our students' success is our ultimate measure of accomplishment.

This site provides you with access to:

- Free online tutoring
- Downloadable handouts for writing, study skills, math, and presentation skills
- Access to self-assessment sites for learning styles, grammar, math, etc.
- Information about face-to-face tutoring and how to book an appointment
- Special programs and workshops offered through the Centre

For more information, please contact the Academic Success Centre located in the Teaching and Learning Building, Room 10-2584 or via Tel 250-960-6367 Fax 250-960-5425 or via email asc@unbc.ca. Their website is www.unbc.ca/asc