

1. Course number and name
275701 Business Intelligence
2. Credits and contact hours
2 Credits with 2 hour class work per week
3. Text book, title, author, and year
Not a specific textbook is followed for the course
 - a. other supplemental materials
HBS articles, Jeffrey D. Ullman Mining Massive Datasets Stanford material.
4. Specific course information
 - a. brief description of the content of the course (catalog description).
The course introduces the student to Bigdata tools applied to the analysis and understanding of business models.
 - b. prerequisites or co-requisites.
N/A
 - c. indicate whether a required, elective, or selected elective (as per Table 5-1) course in the program: Required
5. Specific goals for the course
 - a. Specific outcomes of instruction, ex. The student will be able to explain the significance of current research about a particular topic.
 - Work on the person-centered business model (customer pain, solution, go-to-market strategy)
 - Know and use Big-Data tools (data collection, data storage and analytics) in business analysis.
 - Integrate the knowledge of Big-Data tools in the design of solutions that allow to understand and analyze business strategies.
 - b. Explicitly indicate which of the student outcomes listed in Criterion 3 or any other outcomes are addressed by the course.
 - (c) an ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability
 - (j) a knowledge of contemporary issues

6. Brief list of topics to be covered
- Data collection: Information sources
 - Storage:
 - Indexing and Page rank
 - Databases: SQL and NoSQL
 - Infrastructure: Map reduce
 - Analysis:
 - Locality Sensitive Hashing
 - Machine Learning
 - Supervised and un-supervised learning
 - Business structure:
 - Product design strategy
 - Go to market strategy
 - Presentation pitch