



ORIGINAL COURSE IMPLEMENTATION DATE: January 2022
 REVISED COURSE IMPLEMENTATION DATE:
 COURSE TO BE REVIEWED (six years after UEC approval): December 2026
 Course outline form version: 05/18/2018

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MGMT 460	Number of Credits: 3 Course credit policy (105)														
Course Full Title: Business Intelligence Course Short Title:															
Faculty: Faculty of Professional Studies	Department (or program if no department): School of Business														
Calendar Description: Organizations are leveraging business information, including “big data”, for improved performance. In this course, students will learn how to assess, apply, and analyze information and metrics for decision making and problem solving. Students will explore how information and data are used for managing, planning, and organizing business operations.															
Prerequisites (or NONE):	Admission to the Bachelor of Integrated Studies Applied Management concentration, MGMT 320, and MGMT 340.														
Corequisites (if applicable, or NONE):	None														
Pre/corequisites (if applicable, or NONE):	None														
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	Special Topics <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i> Independent Study If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit														
Typical Structure of Instructional Hours <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Lecture/seminar hours</td><td></td></tr> <tr><td>Tutorials/workshops</td><td></td></tr> <tr><td>Supervised laboratory hours</td><td></td></tr> <tr><td>Experiential (field experience, practicum, internship, etc.)</td><td></td></tr> <tr><td>Supervised online activities</td><td style="text-align: center;">45</td></tr> <tr><td>Other contact hours:</td><td></td></tr> <tr><td style="text-align: right;">Total hours</td><td style="text-align: center;">45</td></tr> </table>	Lecture/seminar hours		Tutorials/workshops		Supervised laboratory hours		Experiential (field experience, practicum, internship, etc.)		Supervised online activities	45	Other contact hours:		Total hours	45	Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit outline for (re)articulation: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>
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Total hours	45														
Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit Maximum enrolment (for information only): 25 Expected Frequency of Course Offerings: Annually														
Department / Program Head or Director: Dr. Carl Janzen	Date approved: May 26, 2020														
Faculty Council approval	Date approved: June 5, 2020														
Dean/Associate VP: Dr. Tracy Ryder Glass	Date approved: June 5, 2020														
Campus-Wide Consultation (CWC)	Date of posting: December 18, 2020														
Undergraduate Education Committee (UEC) approval	Date of meeting: December 18, 2020														

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- LO 1. Assess the role of business intelligence for business analysis, processes, and strategy.
- LO 2. Identify how information and metrics contributes to the management, control, and profitability of organizations.
- LO 3. Examine the foundational principles, theories, and trends for collecting and disseminating data.
- LO 4. Differentiate between types, sources, and purposes of various categories of organizational information.
- LO 5. Assess the information required for organizational management and decision making.
- LO 6. Analyze applicable qualitative and quantitative data used for management decision making.
- LO 7. Evaluate how and why workplace information and records are maintained.
- LO 8. Explain the ethical issues involved in information security and privacy in an organization.

Prior Learning Assessment and Recognition (PLAR)

Yes No, PLAR cannot be awarded for this course because it emphasizes collaborative and/or experiential learning and must therefore be completed with the Applied Management concentration community of learners.

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

Online instruction.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Davenport, T.H., & Harris, J.G.	Competing on Analytics: The New Science of Winning	<input checked="" type="checkbox"/>	Harvard Business Review Press	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

N/A

Typical Evaluation Methods and Weighting

Final exam:	-	Assignments:	60%	Field experience:	-	Portfolio:	-
Midterm exam:	-	Project:	20%	Practicum:	-	Contributions to online discussions:	20%
Quizzes/tests:	-	Lab work:	-	Shop work:	-	Total:	100%

Details (if necessary):**Typical Course Content and Topics**

Module One: Business intelligence and competitive advantage

- Introduction to business intelligence and analysis
- Theories and principles of business intelligence
- The relationship between business intelligence and a competitive advantage
- Attributes of descriptive, predictive, and prescriptive information
- Case study assignment (LO 1, 3–5)

Module Two: Business intelligence tools, and techniques

- How data is collected, stored, and communicated to managers
- Metrics based analysis and decision making
- Group project (LO 2–4, 6, 7)

Module Three: Building the capacity to use business intelligence

- Using business information & metrics to build a competitive organization
- Ethical issues in collecting, using, and storing information
- Internal applications for business intelligence
- External applications for business intelligence
- Dynamics and linkages between information and management decisions
- Implications of information on managerial decisions, future business opportunities, and performance
- Case study assignment (LO 2, 4–6, 8)
- Written research assignment (LO 2, 4–6, 8)

Evaluation for all modules: Online collaborative discussions (LO 1–8)