

B.Com. Sem. VI

Business Intelligence – Syllabus

Unit	Title	Details of Topics
Unit 1	Introduction	Understanding the field of business intelligence in a global world -Understanding the BI process and choosing -Place and tasks of the study of private and public intelligence The practice of private and public intelligence: the choice of means -Strategies of information gathering, The distinction between intelligence, information and data, Information asymmetry and competitive advantage
Unit 2	Intelligence - Tripod	The tripod: intelligence, security and counterintelligence, The organizational and academic placement of the intelligence function, The intelligence working process, Intelligence strategies and demands on information gathering, Experience with business intelligence systems in some Nordic companies: a case study, Efficient intelligence systems leading to shorter product life cycles, Open sources as a policy and as a philosophy
Unit 3	Industry & Company Analysis	The relationship of the industry analysis to the company analysis, The instrumental versus the relational perspective on organizations: the case of personal and relational analysis, Developing the intelligence model and conducting the analysis, The submarine: a general intelligence model, Selecting and conducting the analysis
Unit 4	Stages of Intelligence Cycle	Required qualifications at different stages of the intelligence cycle, Scope and logic of the language for analysis, Business intelligence software and business intelligence on the web, Ethical and legal limits in private organizations, Industrial espionage: the fine line of hiring competitor's employees
Unit 5	BI Team and Opportunities	BI Software and its business opportunities. -Technical equipment of intelligence and counterintelligence available to nation states and private organizations. - The theory of modern techniques of crypto analysis. -Managing and organising for an effective BI Team. -Learning, personal development and information technology

Books Recommended :

1. Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die by Eric Siegel and Thomas H. Davenport (2013)

2. The CIO Paradox: Battling the Contradictions of IT Leadership by Martha Heller and Maryfran Johnson (2012)
3. Precision Marketing: Maximizing Revenue Through Relevance by Sandra Zoratti and Lee Gallagher (2012)
4. Too Big to Ignore: The Business Case for Big Data by Phil Simon (2013)
5. Data Science for Business: What you need to know about data mining and data-analytic thinking by Foster Provost and Tom Fawcett (2013)
6. The Big Data Revolution by Jason Kolb and Jeremy Kolb (2013)
7. Taming the Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with Advanced Analytics by Bill Franks (2012)
8. Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann and Ken Burbary (2013)