

**City University of Hong Kong  
Course Syllabus**

**offered by College of Business  
with effect from Semester A 2018/19**

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**Part I Course Overview**

Course Title:	<u>Business Intelligence and Strategic Decision Making</u>
Course Code:	<u>FB6855P</u>
Course Duration:	<u>Intensive mode: 4 days</u>
Credit Units:	<u>2</u>
Level:	<u>P6</u>
Medium of Instruction:	<u>Putonghua</u>
Medium of Assessment:	<u>Chinese</u>
Prerequisites: (Course Code and Title)	<u>Nil</u>
Precursors: (Course Code and Title)	<u>Nil</u>
Equivalent Courses: (Course Code and Title)	<u>Nil</u>
Exclusive Courses: (Course Code and Title)	<u>Nil</u>

## Part II Course Details

### 1. Abstract

This course aims to develop students' business intelligence knowledge and skills to carry out business strategic decision making by emphasizing business data analytic techniques and use of those techniques in today's business activities.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Describe the basic concepts of business intelligence and analytics; the way BI supports business operations; and the effective use of emerging technologies for business purposes.		√	√	
2.	Design and apply the analytical techniques and technologies of business intelligence and analytics to find solutions for local and international business problems.		√	√	√
3.	Manage analytical tools for effective and efficient discovery of business intelligence in a technology-driven economy.		√	√	√
4.	Demonstrate good communication and interpersonal skills in proposing and presenting appropriate strategies for business intelligence.		√	√	√
		100%			

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
TLA1	Lecture & discussion Consists of lecture, exercises, small group discussions, self-reflection, or experience sharing to assess students' understanding of the concepts and their abilities to apply their skills.	√	√	√				
TLA2	Group project To let students practise on the skills acquired.		√	√	√			

**4. Assessment Tasks/Activities (ATs)**

*(ATs are designed to assess how well the students achieve the CILOs.)*

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4				
Continuous Assessment: 100%								
Participation and Discussion	√	√	√				50%	
Group project		√	√	√			50%	
							100%	

## 5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Participation and Discussion	Ability to contribute in discussion and exercises in class	Excellent contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	Good contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	Moderate contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	Occasional contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	Do not have any contributions in class
Group project	Demonstrate skills to carry out business strategic decision making	Demonstrate excellent understanding of business intelligence knowledge and know how to effectively carry out business strategic decision making	Demonstrate good understanding of business intelligence knowledge and know how to effectively carry out business strategic decision making	Demonstrate adequate understanding of business intelligence knowledge and know how to carry out business strategic decision making	Demonstrate basic understanding of business intelligence knowledge and know how to carry out business strategic decision making	Unable to demonstrate basic understanding of business intelligence knowledge and do not know how to effectively carry out business strategic decision making

**Part III Other Information** (more details can be provided separately in the teaching plan)

**1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Business Intelligence (BI), Business Data Mining, Business Projects

**2. Reading List**

**2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)*

Nil

**2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

Nil