

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Management Information Systems
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Entrepreneurship and Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Business intelligence								
2.2. Code	19.0244IF1.1-0005								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Test	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	prof.univ.dr. PUGNA D Irina Bogdana					irina.bogdana@yahoo.com		
	S(S)	prof.univ.dr. PUGNA D Irina Bogdana					irina.bogdana@yahoo.com		

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		C(C)	1.00
		S(S)	2.00
3.3. Total hours from curriculum	42.00	of which	
		C(C)	14.00
		S(S)	28.00
3.4. Total hours of study per semester (ECTS*25)	150.00		
3.5. Total hours of individual study	108.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	50.00		
Additional documentation in the library, on specialized online platforms and in the field	30.00		
Preparation of seminars, labs, assignments, portfolios and essays	20.00		
Tutorials	2.00		
Examinations	2.00		
Other activities	4.00		

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the C(C)	classrooms disposing of multimedia and internet access
for the S(S)	classrooms disposing of multimedia and internet access

6. Acquired specific competences

	C6	Innovative use of information technology in the methods, techniques and tools specific to project management.
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7. Objectives of the discipline

7.1. General objective	Develop the required skills in managing the decision making process: -cognitive skills to represent and model the decision problem/opportunity; -methodological skills to extract the relevant information and knowledge in a particular decisional context; -practical skills in using the modern Information Technologies and Systems.
7.2. Specific objectives	Automatizarea fluxurilor de prelucrare a documentelor

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Foundations and technologies of Decision Making	Powerpoint Presentation, Discussion	
2	Decision Support Systems, Business Intelligence and Business Analytics Impacts of Analytics on Organization	Powerpoint Presentation, Discussion	
3	Model based decision making Modelling and Analysis	Powerpoint Presentation, Discussion	
4	Descriptive Analytics Data Warehousing OLAP Business reporting and Business Performance Management	Powerpoint Presentation, Discussion	
5	Predictive Analytics Data Mining Text Mining and Web Mining Social Analytics	Powerpoint Presentation, Discussion	
6	Big Data Knowledge Management and Collaborative systems	Powerpoint Presentation, Discussion	
7	Written paper		

Bibliography

- I. Pugna, Business Intelligence suport de curs, 2017, online.ase.ro, România
- E. Turban, R. Sharda, Business Intelligence and Analytics, Pearson, 2014, Statele Unite ale Americii
- J. Liebowitz, Business Analytics - An Introduction, Taylor&Francis Group, 2014, Statele Unite ale Americii
- S. Kudyba, Big Data, Mining AND aNALYTICS, Taylor&Francis Group, 2014, Statele Unite ale Americii

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Decision Making with Spreadsheets	case studies	Excel 2016
2	Models Mathematical programming - optimization	case studies	Excel 2016
3	Models Multiple Goals, Sensitivity Analysis, What-if Analysis, Goal Seeking	case studies	Excel 2016
4	Models Simulation - Scenarios	case studies	Excel 2016
5	Models Predictive Models Data Analysis	case studies	Excel 2016
6	Group Project Feasibility Plan Discussion	Debates	
7	Data Warehousing Representation of data	Debates	
8	OLAP Analysis of data OLAP operations	Debates	Access 2016 Power BI
9	Business Performance Management Performance Dashboards	Debates	Access 2016 Power BI
10	Business Performance Management Performance Dashboards	Debates	Practitioner from BI environment will be invited.
11	Data Mining Methods and Applications Software tools	Presentations case studies	
12	Data Mining / Text Mining Software tools	Presentations studii de caz	
13	Group Project Presentation	Presentations Discussions	
14	Group Project Presentation	Presentations Discussions	

Bibliography

- Alberto Ferrari, Analysing data with Power Bi and Power Pivot for Excel (Business Skills) 1st Edition, Microsoft Press, 2017, Statele Unite ale Americii
- Winston Wayne, Microsoft Excel 2016 Data analysis and Business Modeling (5th edition), Microsoft Press, 2016, Statele Unite ale Americii

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content is consistent of the curricula delivered by other universities from abroad with the same profile. In order to better adapt the content to labour market requirements were deployed meetings with business representatives, business practitioners from the fields and former students working with BI and BA in their own companies.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Student participation	Student participation	20.00
10.2. S(S)	Test the aquired skills	Group project presentation	30.00
10.3. Final assessment	Verification of aquired skills	Individual paper	50.00
10.4. Modality of grading	Whole notes 1-10		

10.5. Minimum standard of performance	- Minimum 5 (five) for the written exam; - Minimum 5 (five) for the average between the grade from the written exam and the lab grade.
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Date of listing,
12/17/2019

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,