

ELECTIVE - V – 5 – BUSINESS INTELLIGENCE

Unit I

Introduction to business intelligence and business decisions – Data warehouses and its role in Business Intelligence – Creating a corporate data warehouse – Data Warehousing architecture – OLAP vs. OLTP - ETL process – Tools for Data Warehousing – Data Mining – KDD Process

Unit II

Applications of Data Mining in Business – Data Mining Techniques for CRM – Text Mining in BI - Web Mining – Mining e-commerce data – Enterprise Information Management - Executive Information Systems

Unit III

Business Intelligence – Function, Process, Services & Tools - Application in different domains – Operational BI - Customizing BI – Managing BI projects vs. Traditional IS projects – Managing BI projects – Best Practices in BI Strategy

Unit IV

Knowledge Management – Definition – Data Vs. Information Vs. Knowledge – The ten key principle of KM – Knowledge Management Architecture – Knowledge Management Vs. Knowledge Processing – KM approaches – KM Tools – KM Infrastructure – KM models - KM Strategies

Unit V

Web Analytics and Business Intelligence – eCRM - Case Study: Web Trends – Boeing – EverBank – China Eastern

Text Book(s)

1. M.Raisinghani - Business Intelligence in the Digital Economy - Opportunities, Limitations and Risks, Idea Group publications, 2004.
2. Introduction to Data Mining and its Applications, Sumathy, Sivanandam, Springer Verlag, 2006
3. Knowledge Management and Business Innovation, Yogesh Malhotra, Idea Group, 2001.