

FB6855P: BUSINESS INTELLIGENCE AND STRATEGIC DECISION MAKING

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Business Intelligence and Strategic Decision Making

Subject Code

FB - College of Business (FB)

Course Number

6855P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-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.		x	x	
2	Design and apply the analytical techniques and technologies of business intelligence and analytics to find solutions for local and international business problems.		x	x	x
3	Manage analytical tools for effective and efficient discovery of business intelligence in a technology-driven economy.		x	x	x
4	Demonstrate good communication and interpersonal skills in proposing and presenting appropriate strategies for business intelligence.		x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	LTA1	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.	1, 2, 3

2	LTA2	Group project To let students practise on the skills acquired.	2, 3, 4	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation and Discussion	1, 2, 3	50	
2	Group project	2, 3, 4	50	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Participation and Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to contribute in discussion and exercises in class

Excellent

(A+, A, A-) Excellent contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Good

(B+, B, B-) Good contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Fair

(C+, C, C-) Moderate contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Marginal

(D) Occasional contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Failure

(F) Do not have any contributions in class

Assessment Task

Group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Demonstrate skills to carry out business strategic decision making

Excellent

(A+, A, A-) Demonstrate excellent understanding of business intelligence knowledge and know how to effectively carry out business strategic decision making

Good

(B+, B, B-) Demonstrate good understanding of business intelligence knowledge and know how to effectively carry out business strategic decision making

Fair

(C+, C, C-) Demonstrate adequate understanding of business intelligence knowledge and know how to carry out business strategic decision making

Marginal

(D) Demonstrate basic understanding of business intelligence knowledge and know how to carry out business strategic decision making

Failure

(F) Unable to demonstrate basic understanding of business intelligence knowledge and do not know how to effectively carry out business strategic decision making

Assessment Task

Participation and Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to contribute in discussion and exercises in class

Excellent

(A+, A, A-) Excellent contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Good

(B+, B) Good contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Marginal

(B-, C+, C) Occasional contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Failure

(F) Do not have any contributions in class

Assessment Task

Group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Demonstrate skills to carry out business strategic decision making

Excellent

(A+, A, A-) Demonstrate excellent understanding of business intelligence knowledge and know how to effectively carry out business strategic decision making

Good

(B+, B) Demonstrate good understanding of business intelligence knowledge and know how to effectively carry out business strategic decision making

Marginal

(B-, C+, C) Demonstrate basic understanding of business intelligence knowledge and know how to carry out business strategic decision making.

Failure

(F) 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

Keyword Syllabus

Business Intelligence (BI) Business Data Mining Business Projects

Reading List

Compulsory Readings

Title	
1	Nil

Additional Readings

Title	
1	Nil