306-622 Business Intelligence

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2009, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week (Semester 2). Total Time Commitment: Not available
Prerequisites:	306-490 Business and Information Technology, or equivalent.
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry. It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability
Coordinator:	Dr John Williams
Subject Overview:	This subject examines the use of information technology for business decision making. In particular, it focuses on business modelling, the business application of artificial neural networks, knowledge-based systems, data mining and OLAP (Online Analytical Processing Systems), all of which have applications in accounting, finance, marketing and business operations.
Objectives:	On successful completion of this subject, students should be able to: # Describe the properties and roles of a variety of quantitative and qualitative modelling methods that can assist with making business decisions; # Analyse the nature of problems that involve business decision making and propose solutions in terms of one or more modelling methods; # Assess the merits of a range of business intelligence tools for addressing a business problem; # Synthesise normative models and intelligent decision aids; # Critically appraise the role of analytical models in the context of the wider business organisation.
Assessment:	A 2-hour end-of-semester examination (60%), assignments equivalent to not more than 3,000 words (30%) and class participation (10%).
Prescribed Texts:	None
Recommended Texts:	To be advised.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	On successful completion of this subject, students should have improved the following generic skills: # Apply abstract methods to specific business problems; # Analysis of information; # Problem solving; # Oral and written communication; # Using computer programs for the purpose of decision making; # Synthesising a solution to a problem; # Apply aspects of a complex software package to a specific task.
Related Course(s):	Master of Applied Commerce (Business Analysis and Systems) Master of Applied Commerce (Business Analysis and Systems) Master of Business and Information Technology Master of Business and Information Technology Master of Management (Business Analysis and Systems)
Related Majors/Minors/ Specialisations:	R05 RI Master of Science - Information Systems