Linnæus University

Dnr: 2022/2728-3.1.2.2

Course syllabus

Faculty of Technology

Department of Informatics

1IK054 Analys av verksamhetsdata, 7,5 högskolepoäng
1IK054 Business data analysis, 7.5 credits

Main field of study
Informatics

Subject Group
Informatics/Computer and Systems Sciences

Level of classification
First Level

Progression
G1F

Date of Ratification
Approved by Faculty of Technology 2022-06-27
The course syllabus is valid from spring semester 2023

Prerequisites
Business analysis (1IK031), or equivalent

Objectives
After completing the course the student is expected to:

- A.1 describe technologies and theories related to decision making
- A.2 present theories and methods for digital data management.
- A.3 explain theory and method for analyzing and presenting business data.
- A.4 demonstrate skill in using different types of systems to manage business data, for analysis and presentation of data.
- A.5 explain how analysis of business data can contribute to the digitization of strategies in businesses.
- A.6 show abilities in writing reports and presenting resutlts in context of SSBI.

Content
The course adresses the following areas:

- the general process of data analytics from a practical and theoretical perspectives,
- introducing decision-making theories and the need for technologies to support

decision making process,
- critical and important parts of the data analytics process including, business case analysis, business driven data management technologies (ex: data marts, sandbox, data lakes), the creation of analytics using self-service tools, visualization for business cases, results interpretation for strategic decisions,
- discussion of selected contemporary trends and developments in the area Business Analytics.

Type of Instruction

The teaching consists of lectures, laboratory work, workshops and seminars.

Examination

The examination of the course is divided as follows:

Code	Designation	Grade	Credits
2301	Seminar	U/G	1,00
2302	Individual assignment	U/G/VG	3,50
2303	Group assignment	U/G/VG	3,00

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

Individual assignment - A report related to an aspect of self-service analytics (for example: data preparation, analytics, visualization or interpretation)

Group project (group) - A project that brings together the content of the course and act as a final test of the student abilities to develop a sound decision after going through the process of self-service data analytics.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University.
If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Objectives achievement

The examination elements are linked to the course objectives in the following ways:

Goal	2301	2302	2303
A.1	☑	☑	☑
A.2	☑	☑	☑
A.3	☑	☑	☑
A.4			☑
A.5			☑
A.6		☑	☑

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously

Required Reading and Additional Study Material

Mandatory:
Decision Support Systems for Business Intelligence. Vicki L. Sauter. Wiley. Lateste edition. Ca: 480 sidor
Compendium of articles. Ca 200 pages

Recommended:
Storytelling with Data: A Data Visualization Guide for Business Professionals. Cole Nussbaumer Knaflic. Wiley. Lateste edition.
Tableau+ User Guide