Course Syllabus  
MIS 8620–001 – BUSINESS INTELLIGENCE  
Fall 2015  
3 Credit Hours

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URL: http://www.memphis.edu/bitm/faculty/markgillenson.php

Office Hours: Wednesday 10:15 – 11:45 AM, 3:30 – 5:00 PM or by appointment

Course Overview

Business Intelligence is the study of computerized support for management decision making. Topics include data mining, artificial neural networks, text and web mining, data warehousing, expert systems, and knowledge management.

Pre-Requisites/Co-Requisites:
Knowledge of database management and statistics helpful but not required.

Required Texts (and Related Materials):


Location of Course Materials

elearn.memphis.edu

Course Objectives:

The focus of the course will be on business intelligence concepts and techniques, and the underlying data structures that the business intelligence software uses to obtain the data with which it needs to operate. The objective of the course will be to give the student a working knowledge of business intelligence concepts, models, and techniques. Topics include data mining, neural networks, text mining, web mining, and expert systems.
Course Methodology

Lectures, guest lectures from the business community, case studies, homework, hands-on exercises, exams, and projects.

Professor’s Expectations:
In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all course activities.

Student’s Expectations:
In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, and response to emails with two (2) business days, and feedback on all work submitted with two (2) weeks.

Grading and Evaluation Criteria

GRADING: Two exams during the semester -- 50%.

Optional, Comprehensive Final Exam will replace lowest semester exam score (Wednesday, Dec 9, 2015, 5:30-7:30PM)

Course project -- 30%

Homework, hands-on exercises, and class participation- 20%

Late homework will only be accepted with the approval of the instructor. Attendance in class is expected, as lectures and class discussion are an important part of this course.

Students are required to read all of the assigned chapters and pages of the course textbook and other assigned readings. Students are responsible for the material in the assigned readings and for all material in the lectures.

Students are responsible for all work covered and all announcements made in class. Finding out about work and announcements missed due to lateness or absence for any reason is each student’s responsibility.

Final Course Grades
Course Topics

Tentative Course Topics and Chapter Assignments

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Topic</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
</tr>
<tr>
<td>3</td>
<td>Data Warehousing</td>
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<tr>
<td>5</td>
<td>Data Mining</td>
</tr>
<tr>
<td>6</td>
<td>Neural Networks</td>
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<tr>
<td>7</td>
<td>Text Mining</td>
</tr>
<tr>
<td>8</td>
<td>Web Mining</td>
</tr>
<tr>
<td>11</td>
<td>Expert Systems</td>
</tr>
<tr>
<td>12</td>
<td>Knowledge Management (first part of the chapter)</td>
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<tr>
<td>13</td>
<td>Big Data</td>
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<tr>
<td>14</td>
<td>The Future</td>
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We will also discuss linear regression as an additional predictive technique.

Final Exam Schedule:

The final exam for this class will be scheduled according to the Registrar’s academic calendar website.

Course Policies

E-MAIL:

I will send all official course email correspondence to the students’ “@memphis.edu” email account. Therefore, it is the student’s responsibility to actively manage this email account. This includes ensuring that email messages are read, and that the mailbox is managed, e.g., no “mailbox is full” issues. University of Memphis regulations allow an instructor to discuss grades with a student only in person or by email request on the student’s UoM email account only.

Attendance:
Attendance in class is expected, as lectures and class discussion are an important part of this course.

**Adding/Dropping:**

**Academic Integrity**
All University of Memphis policies regarding Classroom Misconduct and Cheating will be enforced. These are defined by the Office of Student Conduct, [http://www.memphis.edu/studentconduct/](http://www.memphis.edu/studentconduct/).

**Participation:**
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected to participate in all interactive aspects of the course.

**Classroom or Online Behavior:**
In the classroom, it is imperative that students pay full attention to the instructor and not cause distractions to their fellow students or to the instructor. For these reasons, the use of laptop computers, cell phones, smart phones, Blackberries, tablets, and all other electronic devices, including recording devices, are not permitted in class. The only exceptions are if you are a dedicated laptop note taker or prefer to view the PowerPoint slides on your laptop.

**Late Assignments:**
Late homework/projects will only be accepted with the approval of the instructor.

**Extra Credit:**
There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities described in this syllabus.

**Reporting Illness or Absence:**
[Your statement on reporting illness and/or absence.]

**Inclement Weather**
In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, UoM has established an Inclement Weather Hotline at 678-0888 as well as TigerText an emergency alert text messaging service available to students, faculty and staff.

**Syllabus Changes**
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of the change (s) on the course bulletin board.
Student Services

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance