

IB3K5-15 Artificial Intelligence for Business

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Yang Yang

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

N/A.

[Module web page](#)

Module aims

By providing understanding/insight for decision-making via access to structured data & knowledge assets across the enterprise as well as unstructured data throughout the internet and sensory technologies, data analytics enables an organisation to sense & respond to the demands of its operating environment.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Strategic nature and application of business intelligence practices and enterprise data management technologies in

contemporary organisations.

Management of data warehousing and business intelligence practices.

Business Analytics applications and tools.

Business intelligence practices: knowledge management, customer relationship mgt. and supply chain management

(CRM/SCM), business performance management, data mining.

Challenges in enterprise data/knowledge management: the case of dashboards.

Learning outcomes

By the end of the module, students should be able to:

- Understand the strategic nature of enterprise data knowledge management technologies and data analytics practices.
- Understand the strategic significance of the BI and Business Analytics systems, and the managerial issues associated with the selection and adoption of such data and manipulation technologies.

Indicative reading list

Davenport and Harris (2007). *Competing on Analytics*. HBR Press.

Sherman, R (2014) *Business Intelligence Guidebook: From Data Integration to Analytics*, Morgan Kaufmann.

Turban, E, Sharda, R, Delen, D. (2014) *Business Intelligence and Analytics: Systems for Decision Support*, Global Edition, Paperback. Pearson.

Turban, E., Sharda, R., Delen, D, & King, D (2011). 2nd ed. *Business Intelligence: A Managerial Approach*. Prentice Hall.

Subject specific skills

Understand the managerial and organisational issues associated the use of data and business analytics systems and enterprise business intelligence practices.

Transferable skills

Know how to recommend management policies and measures to enable an organisation to exploit data/knowledge assets and information technologies effectively

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Total	150 hours

Type	Required
Seminars	9 sessions of 1 hour (6%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Individual Assignment (15 CATS)	70%	51 hours
Group Presentation (15 CATS)	30%	22 hours

Feedback on assessment

Verbal and written.

Availability

Courses

This module is Optional for:

- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
 - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
 - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- Year 3 of UIBA-MN32 Undergraduate Law and Business Studies
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
 - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
 - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)