

## Brief Course Outline

**Course Title:** **Business Intelligence**

**Course Number and Section:**

MOS

2235A 550

**Instructor Name(s):** Fateme Bakhshi

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

### Course Description:

Organizations increasingly rely on data and sophisticated analytical tools to make effective, strategic decisions and thus look for workers with a data-driven mindset and business analytics skills. This course will enable you to develop an understanding of the vast amount of data that is available to organizations, and teach you the skills to access, prepare, analyze and visualize this data to support decision-making, solve business problems, and remain competitive. This course is heavily based on hands-on activities, providing you with practice implementing data analytic techniques and using tools for business intelligence. The focus is on techniques and tools that can be used by individuals in an organization to gain insight into complex business problems. The techniques that will be used are extended data analysis and data visualization. These analytics techniques will be supported with applications such as MS Excel, Power BI and Tableau.

### Learning Outcomes:

Recognize business problems that can be addressed with Business Analytics tools

Get familiar with overall business analytics concepts, and descriptive analytics techniques

Develop strong modeling skills in Excel and Power BI

Learn about data visualization concepts and select appropriate data visualization techniques

Apply tools to visualize data, including Tableau, Excel and Power BI

### Textbooks and Course Materials:

Optional Textbooks: Not applicable (Instructor generated materials)

Course Notes and data files: To be found on the course website at <https://westernu.brightspace.com/d2l/login>

### Course Software & Computers

Note that MS Office 365, which includes Microsoft Excel is available for free. If you are interested in installing it on your personal computer, visit: <https://wts.uwo.ca/sitelicense/microsoft/>

Microsoft Power BI Desktop (Free) is compatible with Windows OS only) To download, please visit the following webpage:  
<https://powerbi.microsoft.com/en-us/desktop/>

Tableau Desktop (Compatible with both Windows OS and Mac OS)  
License: 1 year free license for the instructors and the students. The students should fill a form on Tableau website (using their Western e-mail) to receive the registration code. The students can install this software on their computer.

To download, visit: <https://www.tableau.com/products/desktop/download>

To fill the form, visit <https://www.tableau.com/academic/students#form>

**Methods Of Evaluation:**

Assignment	Due Date mm/dd/yy	Weight - %
Assignment 1	09/23/2025	1%
Assignment 2	09/30/2025	2%
Assignment 3	10/07/2025	2%
Assignment 4	10/14/2025	3%
Assignment 5	11/11/2025	3%
Assignment 6	11/18/2025	4%
Project Report	12/01/2025	25%

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Wednesday, August 27, 2025