

Brief Course Outline

Course Title: **Business Intelligence**

Course Number and Section

MOS

2235B 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 Brightspace 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: one outcome per entry

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:

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 semester free license for the course instructor and the students. The students can install this software on their computer.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Assignment 1	27/01/2026	1%
Assignment 2	03/02/2026	2%
Assignment 3	10/02/2026	2%
Assignment 4	17/02/2026	3%
Midterm	26/02/2026	35%
Assignment 5	17/03/2026	3%
Assignment 6	24/03/2026	4%
Quiz	26/03/2026	20%
Project	06/04/2026	25%
Class Participation		5%

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

Wednesday, December 31, 2025

Huron Brief Course Outline

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook's publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].