Business Intelligence and Data-driven Business Models

BI och data-drivna affärsmodeller
7.5 credits

Programme course

726G32

Valid from: 2025 Autumn semester

Determined by	**Main field of study**	
Course and Programme Syllabus Board at the Faculty of Arts and Sciences	Information Systems	
Date determined	**Course level**	**Progressive specialisation**
2024-04-09	First cycle	G2F
Revised by	**Disciplinary domain**	
Chairman of the Course and Programme Syllabus Board at the Faculty of Arts and Sciences	Social sciences	
Revision date	**Subject group**	
2025-03-31	Informatics/Computer and Systems Sciences	
Offered first time	**Offered for the last time**	
Autumn semester 2024		
Department	**Replaced by**	
Institutionen för ekonomisk och industriell utveckling		

Course offered for

- Bachelor´s programme in Information Systems Analysis
- Master Programme in IT and Management

Entry requirements

General entry requirements for undergraduate studies
and
Social Studies and Mathematics corresponding to the level in Swedish upper secondary education (Samhällskunskap 1b or 1a1 and 1a2 and Matematik 2a/2b/2c)
and
at least 95 ECTS credits from year 1 and 2 on the Bachelor's programme in Information Systems Analysis

Intended learning outcomes

On completion of the course, the student should be able to:

- Understand key concepts and current practices of business intelligence
- Critically evaluate the limitations and possibilities of BI technology, as well as its impacts on the individual, organizational and societal levels
- Apply a selected set of data analytics and visualization techniques to support decision-making in a case organization
- Analyze and evaluate data-driven business models using systematic methodologies
- Describe ethical and sustainability challenges, as well as future trends, relevant to business intelligence and data-driven business models

Course content

In this course Business Intelligence (BI) is explored at both the micro and macro levels. At the micro level, the course focuses on designing appropriate BI solutions that address specific business needs. At the macro level, implementing BI enterprise-wide is investigated towards tactical and strategic decision-making, including decisions relevant for data-driven business models. A critical reflection on ethical and sustainability issues relevant to BI trends will be covered.

Teaching and working methods

The course consists of lectures, seminars, workshops and project work. In addition, the student is expected to conduct self-study.

Examination

The course examination consists of:

- Individual dashboard and report: grading scale: U, G, VG
- Individual written reflection essay, grading scale: U, G, VG
- group project (report), grading scale: U, G
- active participation in seminars, grading scale: U, G

For a final grade of Pass, at least Pass is required in all sections. For Well passed, a Well passed is required on both individual assignments.

Detailed information about the examination can be found in the course's study guide.

If special circumstances prevail, and if it is possible with consideration of the nature of the compulsory component, the examiner may decide to replace the compulsory component with another equivalent component.

If the LiU coordinator for students with disabilities has granted a student the right to an adapted examination for a written examination in an examination hall, the student has the right to it.

If the coordinator has recommended for the student an adapted examination or alternative form of examination, the examiner may grant this if the examiner assesses that it is possible, based on consideration of the course objectives.

An examiner may also decide that an adapted examination or alternative form of examination if the examiner assessed that special circumstances prevail, and the examiner assesses that it is possible while maintaining the objectives of the course.

Students failing an exam covering either the entire course or part of the course twice are entitled to have a new examiner appointed for the reexamination.

Students who have passed an examination may not retake it in order to improve their grades.

Grades

Three-grade scale, U, G, VG

Other information

Planning and implementation of a course must take its starting point in the wording of the syllabus. The course evaluation included in each course must therefore take up the question how well the course agrees with the syllabus.

The course is conducted in such a way that there are equal opportunities with regard to sex, transgender identity or expression, ethnicity, religion or other belief, disability, sexual orientation and age.

If special circumstances prevail, the vice-chancellor may in a special decision specify the preconditions for temporary deviations from this course syllabus, and delegate the right to take such decisions.

About teaching and examination language

The teaching language is presented in the Overview tab for each course. The examination language relates to the teaching language as follows:

- If teaching language is “Swedish”, the course as a whole could be given in Swedish, or partly, or as a whole, in English. Examination language is Swedish, but parts of the examination can be in English.
- If teaching language is “English”, the course as a whole is taught in English. Examination language is English.
- If teaching language is “Swedish/English”, the course as a whole will be taught in English if students without prior knowledge of the Swedish language participate. Examination language is Swedish or English depending on teaching language.