

Business Intelligence and Data-driven Business Models

BI och data-drivna affärsmodeller
7.5 credits

Single subject course

726G42

Valid from: 2026 Autumn semester

Determined by	Main field of study	
Chairman of the Course and Programme Syllabus Board at the Faculty of Arts and Sciences	Information Systems	
Date determined	Course level	Progressive specialisation
2025-11-24	First cycle	G2F
Revised by	Disciplinary domain	
	Social sciences	
Revision date	Subject group	
	Informatics/Computer and Systems Sciences	
Offered first time	Offered for the last time	
Autumn semester 2026		
Department	Replaced by	
Institutionen för ekonomisk och industriell utveckling		

Entry requirements

General entry requirements for undergraduate studies and Social Studies and English and Mathematics corresponding to the level in Swedish upper secondary education (Samhällskunskap 1b or 1a1 and 1a2 or Samhällskunskap nivå 1b or nivå 1a2, Engelska 6 or Engelska nivå 2 and Matematik 2a/2b/2c or Matematik B or Matematik nivå 2a or nivå 2b or nivå 2c).

and

90 ECTS credits, of which at least 30 ECTS credits must be in information systems/informatics courses (or equivalent)

Exemption from Swedish

Intended learning outcomes

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

- describe key concepts and current practices of business intelligence (BI) in an organizational context
- 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
- critically evaluate the limitations and possibilities of BI technology, as well as its impacts on the individual, organizational and societal levels
- reflect on 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.

Teaching and examination language: English

Examination

The course is examined through:

- Individual dashboard and report: grading scale: EC
- Individual written reflection essay, grading scale: EC
- group project (report), grading scale: EC (P/F)
- active participation in seminars, grading scale: EC (P/F)

For a final grade of E (Pass), at least E is required in both individual examinations and Pass in the remaining sections. A higher final grade is based on a weighting of the grades in the two individual assignments.

Detailed information 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

ECTS, EC

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.