Hanze

Course: Business Intelligence — credits: 5

Course code	UTVM25BIT1C
Name	Business Intelligence
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	Z. Konakli

Modes of delivery Tutorial

Assessments

Learning outcomes

By the end of this course, students will be able to:

CLO1: Demonstrate a critical awareness of the fundamental role of Business Intelligence in addressing current business and economic challenges and in informing decision-making processes. (PLO1, PLO4)

CLO2: Systematically apply skills and research techniques to collect, clean, and analyse business data using Business Intelligence tools to create and interpret knowledge relevant to international business and management (PLO2)

CLO3: Creatively apply skills to develop dashboards and data visualizations to interpret and communicate business insights effectively to stakeholders

CLO4: Systematically and creatively apply data mining, predictive analytics, and machine learning techniques to create knowledge for various business applications and potentially solve business problems proactively (PLO2, PLO7)

CLO5: Apply skills in SQL, Python, or Power BI to systematically manipulate and visualize data to create and interpret knowledge relevant to international business and management (PLO2)

CLO6: Critically evaluate Business Intelligence strategies for their suitability in various industries and business functions, considering the complexities and potential uncertainties within an internationally operating organisation (PLO3, PLO4)

CLO7: Critically evaluate real-world Business Intelligence case studies to develop and communicate actionable recommendations for business management issues at various levels within an international context (PLO4,5,7)

Content

Strategic Focus Areas: Entrepreneurship

Data Warehousing
Business Analytics & Decision Support Systems
Data Mining & Machine Learning in BI
Data Visualization & Dashboards
Big Data & Cloud-Based BI

Included in programme(s)

International Business and Management

School(s)

Business & Law

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