

**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI**  
**MASTER OF BUSINESS ADMINISTRATION (MBA)**  
**Business Intelligence and Applications**

Course Code: MS 204

L - 03 Credits - 03

**Objectives:** This course is intended to expose the students to the latest tools of Business Intelligence and applying those tools for effective decision-making.

**Course Contents**

**Unit I**

**Business Intelligence and Business Decisions:** Decision Support Systems; Group Decision Support and Groupware Technologies, Expert Systems.  
(08 Hours)

**Unit II**

**SQL Server and Data Warehousing:** - Features, System Databases, Creating Databases and Tables, Constraints, Data Manipulation Language, OLTP & OLAP, Data Marts, Data Warehousing, Data Warehouse Architecture.  
(16 Hours)

**Unit III**

**Data Mining and Knowledge Discovery:** Data Mining Techniques; Applications of Data Mining.  
(10 Hours)

**Unit IV**

**Knowledge Management:** Knowledge Assets, Knowledge Generation, Knowledge Storage, Knowledge Utilization, Knowledge Management Technologies.  
(08 Hours)

**Text Books**

1. Efraim Turban, E. Aronson (2008). *Decision Support Systems and Intelligent Systems*. Eighth Edition, Pearson Education.
2. Sam Anahory, Dennis Murray (2005). *Data Warehousing in the Real World*. Pearson.

**Reference Books**

1. Anu Singh Lather, Anil K Saini and Sanjay Dhingra Ed. (2010), *Knowledge Management*, Macmillan.
2. Paulraj Ponniah (2003). *Data Warehousing fundamentals*. John Wiley.
3. Fernandez, Irma Becerra (2008). *Knowledge Management*, first edition, Pearson.
4. Panda, Tapan K (2008). *Knowledge Management*, First edition, Excel Books.