

Course Title	Business Intelligence for Smart Services
Course Code	EBC4221
ECTS Credits	5,0
Assessment	None

Level	Advanced
Coordinator	Visara Urovi For more information: v.urovi@maastrichtuniversity.nl
Language of instruction	English
Goals	<p>After following this course, you will have gained the following competences:</p> <ul style="list-style-type: none"> • Understand the main concepts of Business Intelligence and its role in organizational decision-making and smart service innovation. You will acquire knowledge of data warehouse models and tools for visually reporting and analysing data. • Knowledge application: You will learn to use and your knowledge on realistic cases and datasets. • Critical Thinking: You will be provided with literature. The material also includes academic papers in which the research methodology to measure the impact of decision-making in the context of smart services is discussed. • Research Skills: You will apply business intelligence techniques, which directly contribute to your research skills. Moreover, you will gain experience with reporting data and data mining by using two intuitive Business Intelligence tools. • Communication and professional attitude: to realize the above learning objectives, interaction, feedback, and teamwork will be key. As a result, you will also sharpen your communication skills and improve your professional attitude.

Literature

Mandatory:

- The 3rd edition of Ramesh Sandra, Dursun Delen, Efraim Turban Business Intelligence: A Managerial Perspective on Analytics.
- 'Information Technology Implementers' responses to user resistance: Nature and Effects' by Suzanne Rivard and Liette Lapointe
http://www.misq.org/skin/frontend/default/misq/pdf/appendices/2012/V36I3_Appendices/RivardLapointeAppendices.pdf
- 'Shackled to the Status Quo: The inhibiting Effects of Incumbent System Habit, Switching Costs, and Inertia on a new System Acceptance', Great Polites and Elena Karahanna
<https://pdfs.semanticscholar.org/1618/7ce4cc7163bb8a0b4937ad4346d79a26f949.pdf>
- User Cynicism at ETI as described in Cynicism as user resistance in IT implementation, Lisen Selander and Ola Henfridsson <http://onlinelibrary.wiley.com/doi/10.1111/j.1365-2575.2011.00386.x/full>

Prerequisites This is a mandatory course for the MSc Business Intelligence and Smart Services Program. There are no specific pre-requisites, although an understanding of database technology is helpful.

This course belongs to the following programme / specialisation	Master Business Intelligence and Smart Services	Compulsory courses
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