



Course Specification

(Bachelor)

Course Title: BI and DA Fundamentals

Course Code: BIDA123

Program: Business Intelligence and Data Analysis

Department: Computer

College: Applied Collage

Institution: Najran University

Version: 1

Last Revision Date: 12/12/1446



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A. General information about the course:

1. Course Identification

1. Credit hours: (3 heures) 2+2 practical

2. Course type

- A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (1st Year, Term 3)

4. Course General Description:

Introduces the basic concepts of business intelligence and data analysis and emphasizes data management, forecasting visualization, analyzing data, and communicating insights to stakeholders. Learners examine the skills, technologies, methodologies and strategies

- required to successfully perform business intelligence and data analysis tasks

5. Pre-requirements for this course:

6. Co-requisites for this course (if any):

N/A

7. Course Main Objective(s):

The main objective of this course is to

- Introduces students to foundational concepts of business intelligence and data analysis.
- Prepares students to apply the basic principles of forecasting, data analysis, and data visualization.
- Students are introduced to technologies used in business intelligence and data analysis such as MS Power BI and MS Excel.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	48	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 		
4	Distance learning		



3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	24
2.	Laboratory/Studio	24
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		48

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	K1 Summarize key concepts of business intelligence and data analysis.	K1,K2		
1.2	K2 Describe best practices in business intelligence and data analysis.	K1,K2		
2.0	Skills			
2.1	S1 Demonstrate techniques for eliciting, documenting, and prioritizing business requirements	S1,S2		
2.2	S2 Analyze business processes using industry-standard modeling techniques	S1,S3		
2.3	S3 Analyze data to identify trends, patterns, and insights	S3,S4		
2.4	S4 Identifying various data analysis techniques and tools	S2,S3,S4		
3.0	Values, autonomy, and responsibility			
3.1	V1 Adhere to data ethics	V2		
3.2	V2 Demonstrate professionalism	V2		
3.3	V3 Communicate effectively with a range of audiences	V1,V2		

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Business Analysis: Key Concepts and Principles	5
2.	Business Analysis Frameworks and Methodologies: A Comparative Study	5
3.	Requirements Elicitation and Documentation: Techniques and Best Practices	5
4.	Stakeholder Analysis and Management in Business Analysis	5
5.	Business Process Modeling and Improvement	5
6.	Data Analysis and Modeling for Business Analysis	5
7.	Business Case Development and Cost-Benefit Analysis	5
8.	Change Management in Business Analysis: Strategies and Implementation	5
9.	Agile Business Analysis: Adapting to Dynamic Environments	4
10	Effective Communication and Collaboration in Business Analysis Teams	4
Total		48

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Assignments, Quizzes, projects	During Semester	15%
2.	Mid Exam	8	20%
3.	Homework's and Quizzes	3 to 14	10%
4.	Practical exam	14	20%
	Final exam	16	50%

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Title: Business Intelligence: A Managerial Perspective on Analytics Publisher: Pearson Published year: 2014 Author: Dursun Delen, Efraim Turban, and Ramesh Sharda ISBN 13: 978-0133051056
Supportive References	Title: Business Intelligence and Analytics: Systems for Decision Support



	Publisher: Pearson Published year: 2014 Author: Peng Liang Ting, Ramesh Sharda, Dursun Delen, and Efraim Turban ISBN 13: 978-0-13-305090-5
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom IT Lab
Technology equipment (projector, smart board, software)	Smartboard Presentation Technology Computer with MS Office MS Power BI MS Excel
Other equipment (depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students, External reviewers` visit from Accreditation Agency	Survey
Formal Classroom Observation	Program Leader	Observation (Direct)
Effectiveness of teaching and assessment	Quality and Development Unit, Curriculum Committee,	Teachers` feedback, Students` feedback, Course report, professional certifications , achievement rate
Achievement of Course Learning Outcomes	Quality and Development Unit	Course report, data analysis of achievement test
Quality of learning resources	Quality and Development Unit	Annual quality improvement program review
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)



G. Specification Approval

COUNCIL /COMMITTEE	المجلس التنفيذي
REFERENCE NO.	4600081176
DATE	22/12/1446هـ

