ISDS 415 – Principles of Business Intelligence

Do you wonder how a mega-corporation with millions of customers decides who its most profitable customers are so that it can sell them exactly the product and service they individually need? How major corporations like Cisco Systems Inc. engage in one-to-one, business-to-business marketing? How an airline decides the price it should charge for a particular seat on a flight out of thousands of flights it offers every year to its customers. How does a distributor decide where it should locate its warehouses?

Course Description

This course will provide business students with the skills and knowledge to understand and implement processes and technology related to decision support & expert systems. The scope of the course is broad enough to help you utilize either your knowledge in databases, or excel spreadsheets to design and develop business intelligence system to solve a business problem. You will learn about interesting topics such as, “decision making under uncertainty,” and how to use models to solve real world problems.

Upon successful completion of the course you will possess skills that are most sought after by the employers. If you are majoring in another field like marketing, finance, or accounting, this course will help you utilize information systems and decision sciences to achieve goals at your future or present employer while working within your own specialty. Business Intelligence is the basis of most, if not all, decision making in any company. Some companies do it informally and others do it with multi-million dollar systems. This course will help you identify those areas where business intelligence can make the most difference.

The aim of this course is to teach the students on how to design and develop expert systems and decision support systems. The major objectives of this course are:

1. Helping students develop intellectual capabilities related to the design and development of DSS.
2. The course will also explore how DSS can support organizational goals and how DSS impacts organizations and managers.
3. Understand that DSS are intended to support rather than replace decision makers.
4. Know more about the internet, the World Wide Web, its potential uses to support decision making, and its impact on decision behavior.
5. Design and develop Decision support systems/expert systems

1 Dr. Rahul Bhaskar (Instructor) has been published in various academic journals. You can contact Dr Bhaskar at rbhaskar@fullerton.edu for more information about the course.