

Course Number **MGMT635-001**
Course Title **Decision Support and
Business Intelligence**
Semester & Year **Fall 2012**
Classroom **GSM 230**
Meeting Time/Days **Wednesdays 4pm**

Instructor: **M Peter Jurkat**
Office: **ASM East**
Phone: **505-603-9412 (cell)**
Email: **pjurkat@unm.edu**
CRN/Line #: **44331**
Office Hours: **Wednesdays 3pm & by
appointment**

PURPOSE AND METHOD

- Gain a conceptual and practical understanding of the key technical and managerial issues and the trends in the effective design, development, use, and evaluation of decision-support (DSS) and business intelligence (BI) systems in business organizations.
- Course will be conducted by classroom lectures, laboratory work sessions, and a WebCT site supporting Mail, Discussion, and Chat.

COURSE OBJECTIVES

- Understand major aspects of managerial decision making in its various forms: normative, descriptive, and prescriptive.
- Examine the role of historical data in supporting probability estimates of decision consequences.
- Gain an appreciation of available historical data in its various forms, how to extract useful portions of it, transform the selected data into a useful format, and load it into repositories for analysis.
- Become aware of and gain familiarity with analytical procedures for extracting patterns useful to support business decisions and the software implementing such procedures. Among these are data mining, forecasting, what-if analysis, goal seeking, and optimization.

TEXT AND/OR OTHER READINGS

- Han, Kamber, and Pei (2012) *Data Mining Concepts and Techniques*, 3rd Edition, Morgan Kaufmann, ISBN 978-0-12-381479-1
- Papers, reports, and materials available from the course's WebCT site.

PERFORMANCE MEASURES and GRADING

Points awarded to individual and team exercises and assignments listed in the attached Schedule.

GRADING SCALE

| | |
|--------------|---|
| 90-100%..... | A |
| 80-89%..... | B |
| 70-79%..... | C |
| 60-69%..... | D |
| < 59%..... | F |

TENTATIVE CLASS SCHEDULE

See separate file.

ACADEMIC INTEGRITY

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied. FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit <http://www.mgt.unm.edu/honesty>

ADA Statement

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.