



Table 2

Basic description		
Course coordinator	Christian Stipanović, Ph.D., Full Professor	
Course title	Business Intelligence	
Study programme	Tourism Marketing	
Course status	elective	
Year	I year	
ECTS credits and teaching	ECTS student 's workload coefficient	3 ECTS
	Number of hours (L+E+S)	30 (15 + 0 + 15)

## 1. COURSE DESCRIPTION

### 1.1. Course objectives

Objectives are set at two levels: to enable students to assimilate, build upon and understand theoretical concepts of Business Intelligence (BI) as a tool in making the decision process and the development concept more effective, and to enable students to implement the knowledge acquired in resolving concrete problems using BI. Objectives include providing information to students about BI factors in the operations of tourism and hotel enterprises, and the importance of BI in gaining competitive ability on the tourist market, and providing students with knowledge needed to analyse the actions of rivals and gather information to devise a development concept and development strategy, make plans, manage risks, devise development and business policies, develop capabilities in gathering data concerning rivals, protect their own data and extract useful information, analyse the transformation of data into meaningful information, and analyse BI application in European and Croatian tourism and hotel enterprises.

### 1.2. Course enrolment requirements

### 1.3. Expected course learning outcomes

After passing the exam, students will be able to explain the theoretical concepts of BI and its interaction with new strategic orientations of modern hotel and tourism enterprises, describe the applications of BI in the development concept and appraise information management methods. They will be able to collect and transform data into information and knowledge (data warehousing, OLAP, data mining) to support business decision-making in solving concrete problems. Students will be able to assess the present and future activities of rivals, identify change in the marketplace, and understand the importance of anticipating and forecasting in a turbulent environment as a means of gaining competitive advantages based on quick response.

### 1.4. Course content

Theoretical factors and elements of a BI model. Counterintelligence and defendology. Economic aspects of BI. BI in the development concept of modern enterprises. Data, information and knowledge management in driving change. Data collection strategies. Rendering knowledge from data. Data warehousing, OLAP, data mining. The importance of human resources in BI. BI applications in tourism and hospitality. The synergy of BI and new strategic orientations. Practical examples of BI.

### 1.5. Teaching methods

- |                                                            |                                                           |
|------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> lectures               | <input checked="" type="checkbox"/> individual assignment |
| <input checked="" type="checkbox"/> seminars and workshops | <input type="checkbox"/> multimedia and network           |
| <input type="checkbox"/> exercises                         | <input type="checkbox"/> laboratories                     |
| <input type="checkbox"/> long distance education           | <input type="checkbox"/> mentorship                       |
| <input type="checkbox"/> fieldwork                         | <input type="checkbox"/> other                            |

### 1.6. Comments

### 1.7. Student's obligations



Students are required to attend classes, write and present a term paper and essays, and take preliminary exams and the final exam.

*1.8. Evaluation of student's work*

Course attendance	1,2	Activity/Participation		Seminar paper	0,2	Experimental work	
Written exam	0,5	Oral exam		Essay	0,2	Research	
Project		Sustained knowledge check	0,9	Report		Practice	
Portfolio							

*1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)*

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on evaluation of students at the Faculty of tourism and hospitality management.

For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

*1.10. Assigned reading (at the time of the submission of study programme proposal)*

1. Stipanović, C.: Poslovna inteligencija u turizmu, Fakultet za menadžment u turizmu i ugostiteljstvu, Opatija, 2006.

*1.11. Optional / additional reading (at the time of proposing study programme)*

1. Liataud, B., Hammond, M.: e – Poslovna inteligencija, Prudens consilium d.o.o, Varaždin, 2006.
2. Klepac, G, Mršić, L.: Poslovna inteligencija kroz poslovne slučajeve, Liderpress, Zagreb, 2006.
3. Javorović, B., Bilandžić, M.: Poslovne informacije i business intelligence, Golden marketing, Zagreb, 2007.
4. Panian, Ž.: Poslovna inteligencija – Studije slučajeva iz hrvatske prakse, Narodne novine, Zagreb, 2007.
5. Panian, Ž., Klepac, G.: Poslovna inteligencija, Masmedia, Zagreb, 2003.

*1.12. Quality monitoring methods which ensure acquirement of output knowledge, skills and competences*

The quality of the programme, teaching process, *teaching* skills and level of acquired course matter will be evaluated in writing, by means of extensive questionnaires and by employing other methods that are in accordance with the accepted standards and with the Book of regulations on the quality of the University of Rijeka, as well as the Book of regulations on the quality of the Faculty of tourism and hospitality management.