



ITSS 4351.003 Foundations for Business Intelligence

Class Information

Term	Spring 2026
Course Number	ITSS 4351.003
Class Section	003
Class Meetings	Tuesday 4:00 pm - 6:45 pm
Classroom	JSOM 11.210

Instructor Information

Instructor	Thiru Pandian, Ph.D.
Office Phone	972-883-4399
Email	thiru.pandian@utdallas.edu <i>Please include the course number and section number in all email correspondence. Please use your UTD e-mail system to communicate with the instructor/TA.</i>
Office Hours	Appointments are required. The meeting was conducted via Microsoft Teams only. For questions related to Homework/Grading, please get in touch with TA (below)
TA Information	Abhidnya Raut < AbhidnyaAbhay.Raut@UTDallas.edu > Note: The TA is your first contact for questions regarding Assignments / Grades.

Course Modality

Instructional Modality	Traditional Classroom /Laboratory
eLearning and Course Platforms	This course can be accessed using your UT Dallas NetID account on the eLearning website. Please see the Getting Started with eLearning webpage's course access and navigation section for more information. To become familiar with the eLearning tool, please see the Student eLearning Tutorials webpage.
eLearning and Course Platforms	The course will utilize the following platforms: <ul style="list-style-type: none"> • Announcements, written lecture materials,

	<p>assignments, and grades will be posted on the course's eLearning site. The student must regularly check their UTD email accounts and the eLearning page for this course.</p> <ul style="list-style-type: none"> • Microsoft TEAMS will be utilized for lectures and other live communications. • Recorded (and annotated) lectures and other communications will also be available on Microsoft TEAMS. <p>Active links to TEAMS will be available on the eLearning website.</p>
	<p>UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The eLearning Support Center includes a toll-free telephone number for immediate assistance: (1-866-588-3192), email request service, and online chat service.</p>
Asynchronous Learning	<p>There is no provision for Asynchronous Learning. Lectures may not be recorded. All students are expected to attend all classes during class hours.</p>
Technical Requirements	<p>Please review the essential technical requirements on the Getting Started with eLearning webpage.</p>

Course Information

Course Description	Students are introduced to foundational business intelligence (BI) concepts and explore the theory and practice of data warehouses for enterprises. BI concepts including data mart schemas, ETL, OLAP, cubes, and reporting will be covered. The course will also examine the components of an enterprise data warehouse, extract, cleanse, consolidate, and transform heterogeneous data into a single enterprise data warehouse, and run queries using a data warehouse.
Course Objectives / Learning Outcomes	<ol style="list-style-type: none">1. Students will be able to describe architecture and methods for storing and providing enterprise data.2. Students can apply the ETL process to transform data into an enterprise data warehouse.3. Students will develop a competency for building business intelligence reporting.4. Students will demonstrate competency in data mining analysis.
Prerequisites	None

Course Materials

Required Textbook(s) & Materials	Name: Business Intelligence, Simplified: Your Beginner's Playbook by Gaurav Shekhar ISBN: 9798385191369 Link: https://he.kendallhunt.com/product/business-intelligence-simplified-your-beginners-playbook
Laptop Computer	Softwares <ul style="list-style-type: none">• Lab access to Alteryx /SSIS Tools

Course Weekly Schedule, Assignments, and Due Date: This is a **tentative** class schedule. The instructor reserves the right to make changes to the content and schedule. Changes, if any, will be announced in the class and posted on the eLearning portal. It is the student's responsibility to keep track of them.

Course Calendar*

Weeks	Topic	Activity Due
WK1- Jan 20	Course Introduction Introduction to Business Intelligence	
Jan 27	Data and Information, Data Types	Tools Access
Feb 03	Data Warehousing	LAB 1 - Data Model
Feb 10	Data Modeling & SQL for Data Warehouse	Assignment 1
Feb 17	OLTP/OLAP/Snowflake	
	Data Integration / Alteryx	LAB 2 - ETL
	ETL - End-to-End Data Flow	Assignment 2
	EXAM 1- Testing Center	
	Spring Break	
	Data Visualization	Project Selection
	Data Mining	LAB 3 - Visualization
April 7	Machine Learning & Business Intelligence	Project Milestone 1
April 14	Big data and NoSQL	LAB 4 - GenAI
	Cloud Business Analytics	Assignment 3
	Exam 2 - Testing Center	
WK16 - May 5	Group Project Presentation	Project report due

***Course Calendar Subject to Change;**

Grading Policy

This course will feature a mix of activities and assignments. The instructor will provide detailed instructions and the grading criteria for each assignment and exam. It's your responsibility to keep track of any changes in the dates/times for assignments/ exams - announced in the class. **Points obtained from each activity carry the same weight.**

Your final grade will be based on the total score of the following:

Activity	Available Points	Percentage
Homework, Labs	100	25 %
In-class Quizzes & Attendance	40	10 %
Group Project	60	15 %
Exams	200	50 %

Final Grading Scale*

Final Points Total	Letter Grade
94+	A
90-93	A-
87-89	B+
84-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 or below	F

**Grading scheme subject to change based on class average.*

Course and Instructor Policies

- The course syllabus and grading schemes may change during the semester. The instructor will share these updates during class.
- You are responsible for knowing any change in the course schedule and grading criteria.
- Late submissions will be penalized by 10% for each day of delay. After a delay of seven days, no score will be assigned.
- No submissions will be accepted after one week past an assignment's due date.
- All students must take exams at the designated times. If you have a legitimate, non-academic reason for missing an exam, you must provide verifiable documentation at least 24 hours before the exam's day. **It is the instructor's discretion to cap the exam score(usually 70%) if the exam is taken outside the designated time, irrespective of the reasons.**
- Grade disputes for assignments and exams must be addressed within **seven** days of receiving the grade.

Class Participation / Attendance	ATTENDANCE IS EXPECTED. Attendance is not taken. Students are expected to participate actively in the discussion of reading, contribute to the learning experience of the class, and meaningfully contribute to all work. You must be present in the class to take the “in-class” quizzes. There will be no make-up quizzes.
Exams and Proctoring	<p>All exams are scheduled well in advance. If you miss an exam, you will be given a zero! There is no makeup. If you have a legitimate, non-academic reason for missing an exam, you must provide verifiable documentation at least 24 hours before the exam’s day. Make-up exam scores will not be graded for 100% irrespective of the reasons; instructors reserve the right to cap the score. If you contact me AFTER the exam, it is considered missing the exam. Points will be deducted if you arrive late to the exam. You must take the exam within 15 minutes of the scheduled start time.</p> <p>To maintain this course's academic integrity, examinations may require using a widely used proctoring service for online assessment proctoring, the UTD testing center, and/or in-class exam proctoring.</p>
Lockdown Browser / Honorlock	<p>I may require the use of the Lockdown browser / HONORLOCK. I will provide more information before the Exam.</p>
eLearning	<p>eLearning will be used for class content (e.g., class slides and assignment descriptions) and the recording of grades. Slides will be posted before class is held. Class announcements (e.g., change in assignment dates) will be sent to the student email on record in eLearning. It is the student’s responsibility to check eLearning and their UTD email accounts regularly.</p>
Communications and Instructor	<p>For questions related to the course material and assignments, please use class sessions, office hours, and discussion forums for quizzes, exams, scores, and grades. For other matters, send an E-</p>

Response Policy	mail using the UTD email system for incoming and outgoing messages. (Using your private email address is STRONGLY discouraged due to security and spam blocking concerns). The instructor will respond to student inquiries through email within 48 business hours (excluding holidays and weekends). Students should adhere to a professional business communication style and must use their UTD email for correspondence.
Assignments	Descriptions of assignments will be posted as they are assigned. All assignments will be submitted via eLearning. I do NOT accept assignments via email. If you submit an incorrect assignment or need to resubmit your assignment in eLearning, you will be allowed to resubmit as long as it is before the due date. Email the TA 12 hours before the deadline, and I will clear your submission. Upon doing so, you will be

Clarifications regarding Assignments	<p>Assignment-specific grading criteria will be posted on eLearning. These instructions will also be discussed in the class. You are encouraged to ask questions, raise issues, and observe the assignment. If you still have questions, post them on the discussion board. It is entirely your responsibility to make sure that you understand all instructions. Seek all clarifications at least 48 hours before the due date. You will lose points if you seek clarifications in the 48-hour window.</p>
Assignment Grading	<p>If you have a question or issue with your assignment grade, contact the TA <u>within “one week”</u> of grade posting. Your entire assignment is subject to re-review (re-grading), which may or may not result in additional points. No grade inquiries will be entertained one week after the grade posting date.</p> <p>General grading criteria can be found in eLearning. Assignment-specific grading criteria will be included with the assignment instructions. You will lose points for not following instructions.</p>
Late Work	<p>All assignments are due on the specified date. Please give yourself sufficient time to upload assignments on the eLearning Portal/Turnitin. You cannot submit/upload if the due date is passed. You will be graded only on what is submitted on the portal. I do not accept late assignments unless prior arrangements have been made with the instructor, in which case a penalty of 25% per day (including weekends) will be assessed. Only one such exemption is allowed in the entire semester. Why? Deadlines in the professional world are not a moving target. Missed deadlines affect product delivery, professional reputations, and revenue. Please plan accordingly. For these reasons, late work or incomplete work is not acceptable in this course EXCEPT in the most extreme and unlikely circumstances (see below) - in which case, e-mail the evidence of extreme circumstances to me/TA at least 24 hours before the due date (Penalty will apply) . Inquiries related to late submissions will not be entertained.</p>
Extra Credit	<p>There is no extra credit.</p>
Final Course Letter Grades	<p>Final course letter grades are based solely on your performance on the graded assignments, exams, projects, and/or attendance. No bonus points, curves, extra credit, or additional assignments are offered. Do not assume that final grades will be rounded to the nearest whole number.</p>

Student Code of Conduct	For information related to “Student Code of Conduct”, please go the website: https://conduct.utdallas.edu/
Classroom Conduct	I strongly encourage class discussion, questions, and enthusiasm about the course material. Please engage in class discussions. Please be respectful during class, and be respectful to your peers who are part of the learning environment. This means no talking to others during class presentations, silencing your cell phone, don't take calls in class.

<p>Academic Integrity (Follow the Student Code of Conduct: https:// conduct.utdallas.edu/)</p>	<p>DO NOT CHEAT, and DO NOT PLAGIARIZE. All homework and exams are to be individual efforts. You are not to collaborate with other students or to discuss homework or assignments with other students before submission. Copying homework, assignments, or exams, in whole or in part, from other students or assignments from previous semesters will be considered to be an act of academic dishonesty.</p> <p>All work should demonstrate the same professional and ethical standards expected of you in the workplace, including proofreading and editing carefully all work you submit in class. Professionalism and personal responsibility mean using appropriate source citations to avoid violations of copyright and academic honesty, even if those violations are inadvertent. The University is committed to academic excellence and expects academic honesty from all University community members. Academic honesty includes adherence to guidelines established by the instructor for both individual and group work.</p> <p>It prohibits representing the work of others to be one's own (plagiarism); receiving unauthorized aid on an assignment (cheating); and using similar papers or other work products to fulfill the obligations of different classes without the instructor's permission.</p> <p>Any student engaged in academic dishonesty will be subject to disciplinary action. All cases of academic dishonesty will be reported directly to Judicial Affairs. My recommendation for acts of academic dishonesty will be an F in the course. The importance of academic honest and my recommended sanctions are emphasized during class, in emails, and on the exams and assignments.</p>
<p>University Policies & Procedures</p>	<p>For information regarding general University policies and procedures, please go to http://go.utdallas.edu/syllabus-policies. These policies include the following:</p> <ul style="list-style-type: none"> ▪ Technical Support ▪ Field Trip Policies, Off-Campus Instruction and Course Activities ▪ Student Conduct and Discipline ▪ Academic Integrity ▪ Copyright Notice ▪ Email Use ▪ Withdrawal from Class ▪ Student Grievance Procedures ▪ Incomplete Grade Policy ▪ Disability Services, etc.