

Department of Commerce						
I S e m e s t e r	Code	Course Title	Course Duration	Offered to	Session	Credits
	OEC2	Business Intelligence	45 Hours	All students	3 Hours a Week	3

Course Objective:		To enable students, analyse the overall business environment and evaluate its various components in business decision making.	
		To enable students, understand and apply intelligence and business	
Course Outcomes:			
CO1	Familiarise the concepts and components of Business Intelligence (BI).		
CO2	Critically evaluate use of environmental Scanning in Business Intelligence.		
CO3	Analyse the impact of dynamic business environment on the operations of business.		
CO4	Comprehend business research process.		
Reference Books:			
#	Title	Author/s	Publisher
1	Business Environment Text and Cases	Francis Cherunilam	Himalaya Publishing House
2	Essentials of Business Environment	K. Aswathappa	Himalaya Publishing House
3	Business Environment	Paul	McGraw Hill Education
4	Marketing Research	Rajendra Nargundkar	McGraw Hill Education
5	Marketing Research	G.C. Beri	McGraw Hill Education

Unit	Title	Hours	Contents
1	Foundation to Business Intelligence	12	Definition, feature and significance of business intelligence, the distinction between intelligence, information and data, strategies of information gathering, information asymmetry and competitive advantage, types of business intelligence, business intelligence applications, Role and importance of Artificial intelligence.
2	Environment Scanning for Intelligence	10	Meaning and objectives of environment scanning; Environmental Appraisal and Scanning Techniques (SWOT and PESTEL); Difference between micro and macro environment; Components of micro environment and its implications on business performance, analysing organisational position and preparing strategic advantage profile, core competencies of business.
3	Analysis of Business Environment	10	Nature of economic environment, evaluation of economic systems, Types of economic policies and its impact on business policies, positive and negative effects of new economic policy, Types of Political Systems, business risks posed by the Indian political system, component of legal environment, need for embracing technology, impact of technology and Socio-Cultural environment on Business.
4	Introduction to Business research	08	Meaning, scope and characteristics of business research, various types of research, research process-Data collection, Analysis and interpretation.
Learning by Doing activities: 5 Hours			