Business Intelligence

Work Package 3

Title	**The impact of Business Intelligence on Modern Business Management – A Managerial Perspective**
Group/Individual	Individual
Due Date	3rd May 2021 @ 09:00
Weighting	30%
Word Count	3,000 (includes introduction, main body and summary, it excludes the bibliography and any appendices included.)

Notes

BI is a business priority that has the potential to profoundly change the competitive landscape in today's integrated economy. This report will identify:

- the business drivers of business intelligence,
- the roles and capabilities of BI tools and techniques,
- the emerging technologies that impact analytics, business intelligence, decision making and decision support,
- the organisational impact of BI and
- the major ethical and legal issues raised by the use of BI.

This report must strictly adhere to the style guide as published by the Department of Business. The completed work (in word format only) will be submitted through the Business Intelligence site on moodle.itb.ie. The site will use lagarism technology to check submissions for evidence of plagiarism and copying which will be processed according to institute policy. All references must be included in a bibliography to the submitted report.

All submissions must be made in word format. No other format will be accepted or graded. Any submission made in any format other than MS Word will automatically receive a grade of 0%

Assessment Rubric	Presentation	10%
	Overview of BI	5%
	Discussion on BI drivers	10%
	Roles and capabilities	20%
	Emerging technologies	20%
	Organisational Impact	20%
	Ethical and legal issues	15%