

Academic Year: ( 2021 / 2022 )

Review date: 08-06-2021

Department assigned to the subject: Computer Science and Engineering Department

Coordinating teacher: TOLEDO HERAS, MARIA PAULA DE

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Data analysis and Big data

**OBJECTIVES**

Subject related competencies:

- Ability to understand the need for computerized support of managerial decision making.
- Ability to create and design decision support systems (DSS).
- Ability to apply and integrate the acquired knowledge in order to solve problems in new and multidisciplinary environments.

Learning results:

- Ability to understand the need of business computerized decision support.
- Be capable of designing a decision support system in a business environment.
- Be capable of evaluating and choosing from different decision support systems.
- Be familiar with the mathematical, statistical and artificial intelligence methods used in the design and construction of decision support systems.
- Be capable of designing and creating intelligent systems able to make decisions in the resolution of problems with Business Intelligence

**DESCRIPTION OF CONTENTS: PROGRAMME**

Unit 1. Introduction to Decision support systems and business intelligence

- Decision support systems
- Phases of the Decision-Making Process
- Models in decision making
- Computerized systems for decision making
- Business Intelligence
- Analytics: Descriptive Analytics, Predictive Analytics, Prescriptive Analytics

Unit 2. Descriptive analytics and visual analytics

- Data preparation: Data warehousing; ETL process: extract, transform and load
- Data description: OLAP Online Analytical Processing ; visual analytics; Business reporting; - KPI and Dashboards
- Business Performance Management: (Balanced scorecards); BPM Technologies and Applications
- Performance Dashboards and Scorecards

Unit 3. Predictive analytics and data mining

- Introduction: predictive analytics; data mining; knowledge acquisition; methodologies (Crisp-DM, Knowledge Discovery in databases)
- Modeling and evaluation
- Association rule mining
- Text mining and sentiment analytics
- Web analytics, web y mining social analytics

Unit 4. Decision support using models

- Prescriptive analytics in DSS
- Model-Based decision making
- Certainty, Uncertainty, and Risk
- Mathematical models for Decision support

- Lineal Programming (Optimization)
- Uncertainty: Sensitivity Analysis, What-If Analysis, and Goal Seeking
- Support Systems Modeling with Spreadsheets
- Decision Analysis
- Problem-Solving Search Methods
- Simulation

#### Unit 5. Expert systems

- Artificial Intelligence
- Expert systems
- Structure of Expert Systems
- Knowledge Engineering
- Rule based expert systems
- Inference with uncertainty
- Expert systems in the financial sector
- Development of Expert Systems

#### Unit 6. Knowledge management systems and collaborative systems

#### Tema 7. DSS in the financial sector

### LEARNING ACTIVITIES AND METHODOLOGY

Master classes

Practices and labs

Tutorships

e-learning activities

Individual work

Group project (Case study)

### ASSESSMENT SYSTEM

Individual assignments 40%

Final case study (workgroup) 30% (evaluation: presentation at the end of the term)

End of term exam 30%

Convocatoria extraordinaria: 100% of the final grade is the end of term exam grade

The abovementioned weight for the end-of term-exam corresponds both to the written exam (30%) and the assessment of the final project (30%). The final project is workgroup but the assessment is individual

**% end-of-term-examination:** 60

**% of continuous assessment (assignments, laboratory, practicals...):** 40

### BASIC BIBLIOGRAPHY

- Ramesh Sharda, Dursun Delen, Efraim Turban Business Intelligence and Analytics. Systems for Decision Support, Pearson, 2014
- Ramesh Sharda, Dursun Delen, Efraim Turban Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support. 11th edition, Pearson, 2019