SYLLABUS

Name of Institution: Mahidol University International College
Division: Business Administration Division

GENERAL INFORMATION

1. Course Code and Course Title

Thai	ICMB 207	การจัดการข้อมูลธุรกิจ
English	ICMB 207	Management of Business Information

2. Number of Credits: 4 credits

3. Credit Hours/Semester

Lecture or Other In-class Activity Hours	Laboratory/ Field Trip/ Internship Hours	Self-Study Hours
48	0	96

4. Degree: Bachelor of Business Administration

5. Faculty Members:
    Name: Assoc. Prof. Dr. Veera Bhatiasevi
    Email: veera.bha@mahidol.edu
    Telephone: 02-700-5000 ext 4446
    Office: 4th floor, BA Division, MUIC
    Office Hours: Monday - Wednesday (8.00 – 10.00), by appointment

    Name: Mr. Poramin Bheganan
    Email: Poramin.bhe@mahidol.ac.th

6. Trimester/Academic Year: Trimester 1-3 /Year 2019-20
7. Pre-requisites: No prerequisite (Student ID#62xxxxx)
    ICGN 104 Mathematics and Its Contemporary Applications
    (Student ID#61xxxxx)

DESCRIPTION AND OBJECTIVES

1. Course Description

Thai	ศึกษาความสำคัญและแนวคิดของการนำฐานข้อมูลมาใช้ในการจัดการข้อมูลในระบบสารสนเทศธุรกิจ โดยการจัดการข้อมูลธุรกิจ เช่น การเชื่อมต่อข้อมูล การสร้างข้อมูล การรวมข้อมูล การระบุลักษณะข้อมูล แบบจำลองข้อมูล โมเดลทางการเงิน การจัดการสถานการณ์ การขันหาข้อมูลDAX การวิเคราะห์ค่าตารางPivot การแสดงข้อมูลถูกปกคลุมไปด้วยเส้นโครงข่ายเครื่องฉายภาพรายงานภาพและแดชบอร์ด
English	Data fundamentals such as connecting to data, shaping, combining, and characterizing data. Building data models using financial models, scenario manager, goal seek, data tables and DAX. Analyzing data using pivot tables, calculated columns and calculated measures. Visualization of data using sparklines, slicers, reports, visualizers and dashboards.

2. Course Objectives

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
CLO1: Demonstrate understanding of data analytics in business practices and organizations	LO2.1 Students can identify relevant information to business issues
CLO2: Interpret the result of business data and their implications on business operation	LO2.1 Students can identify relevant information to business issues LO3.1 Students can identify relevant business opportunities/problems LO3.2 Students can propose new and practical ideas to solve business problems/to meet new opportunities
CLO3: Use software package to develop appropriate models for business analysis and problem solving	LO2.2 Students can select appropriate frameworks/ techniques / methods to analyze business issues LO2.3 Students can arrive at well-reasoned alternatives and conclusion LO3.1 Students can identify relevant business opportunities/problems LO3.2 Students can propose new and practical ideas to solve business problems/to meet new opportunities
CLO4: Analyze the result of business models that produce business intelligence in a variety of settings	LO2.1 Students can identify relevant information to business issues LO2.2 Students can select appropriate frameworks/ techniques / methods to analyze business issues

		LO2.3 Students can arrive at well-reasoned alternatives and conclusion LO3.1 Students can identify relevant business opportunities/problems LO3.2 Students can propose new and practical ideas to solve business problems/to meet new opportunities
CLO5: Generate business insights through visualization reports and dashboards based on the features of the business data		LO2.1 Students can identify relevant information to business issues LO2.2 Students can select appropriate frameworks/ techniques / methods to analyze business issues LO2.3 Students can arrive at well-reasoned alternatives and conclusion LO3.2 Students can propose new and practical ideas to solve business problems/to meet new opportunities

TEACHING AND EVALUATION PLANS

1. Teaching Plan

Week	Topic	Number of Hours		Teaching Activities/ Media	Lecturer
		Lecture Hours	Lab/ Field Trip/ Internship Hours		
1	- Introduction to Data Analysis and Data Visualization	4	0	- Interactive lecture	Veera CLO 1, 2
2	- Understanding logical and referential functions	4	0	- Interactive lecture - Practice problems	Veera CLO 2,3
3	- Building financial models and understanding sensitivity analysis	4	0	- Interactive lecture - Practice problems	Veera CLO 2, 3
4	- Using scenario manager and summary to forecast data	4	0	- Interactive lecture - Practice problems	Veera CLO 2, 3
5	- Adding interactivity to business models using forms	4	0	- Interactive lecture - Practice problems	Veera CLO 2, 3

Week	Topic	Number of Hours		Teaching Activities/ Media	Lecturer
		Lecture Hours	Lab/ Field Trip/ Internship Hours		
6	- Data analysis using Advanced filter, SUMIF, SUMIFS, and SUMPRODUCT	4	0	- Interactive lecture - Practice problems	Veera CLO 3,4
Midterm exam					
7	- Data analysis using Pivot tables	4	0	- Interactive lecture - Practice problems	Veera CLO 3, 4
8	- Data analysis using DAX	4	0	- Interactive lecture - Practice problems	Veera CLO 3, 4
9	- Data visualization using data bars, icon sets, slicers, pivot charts	4	0	- Interactive lecture - Practice problems	Veera CLO 5
10	- Data visualization using visualizers to create reports	4	0	- Interactive lecture - Practice problems	Veera CLO 5
11	- Data visualization using visualizers to create dashboards	4	0	- Interactive lecture - Practice problems	Veera CLO 5
12	- Group research presentation	4	0	- Group research presentation	Veera CLO 1,2,3,4,5
Final exam					
	Total	48	0		

2. Evaluation Plan

Evaluation Methods	Expected Learning Outcomes (CLO)	Week	Percentage
Midterm exam	CLO 1, 2, 3, 4,	1-6	40%
Final exam	CLO 3, 4, 5	7-12	40%
Group research project	CLO 1, 2, 3, 4, 5	12	20%
Total			**100%**

3. Course Assessment

Grade	Score	Achievement	GPA
A	90-100	Excellent	4.0
B+	85-89	Very Good	3.5
B	80-84	Good	3.0
C+	75-79	Fairly Good	2.5
C	70-74	Fair	2.0
D+	65-69	Poor	1.5
D	60-64	Very Poor	1.0
F	<60	Fail	0.0

TEACHING MATERIAL AND RESOURCE

1). Required Reference List

> 1). <u>Main text:</u> Winston, W.L., "Microsoft Excel Data Analysis and Business Modeling," 5th Edition, Microsoft Press, 2016.
> 2). Lachev, T., "Applied Microsoft Power BI (2nd Edition): Bring your data to life!" 2nd Edition, Prologika Press, 2015

2. Recommended Reference List

COURSE POLICY

Exam Format

Exams will focus on problem solving skills acquired throughout the session from the class lecture and from exercises done by the students themselves from the relevant chapters of the textbook. The examination format will feature theory and application parts. Students are expected to be able to demonstrate their understanding on microeconomics concepts/theories, solve business-related issues using appropriate quantitative methods and analyse their findings.

Class Attendance/Participation

According to MUIC's policy, students are expected to attend at least 80% of the class. Absence should be informed in advance with reasonable excuse as well as appropriate evidence. In case of illness, medical document is required.

Uniform Policy

A proper dress code is part of the written policy for student conduct, including exchange and visiting students. MUIC is a high profile institution and it is considered quite an honor to be wearing its uniform. Students are expected to strictly follow the university dress code norms. No cut-off jeans, shorts, mini or short skirts, tank tops or low cut blouses, flip-flops, rubber or plastic sandals, or house slippers are permitted. If the students neglected to wear the proper uniform, he/she will not be allowed to enter the classroom and will be marked as absent on that day.

Calculators

Scientific calculator is required in most of the classes. It is the students' responsibility to bring the calculator for every class. ***Students are <u>not allowed</u> to use smart phones during the quiz and examinations*** and if use, will be considered as violating the examination according to Mahidol University International College policy.

OTHER INFORMATION