

Syllabus

for course at first level

Internet Search Techniques and Business Intelligence
Teknik för Internetsökning och omvärldsbevakning

7.5 Higher Education
Credits
7.5 ECTS credits

Course code:	IB926B
Valid from:	Autumn 2007
Date of approval:	2007-05-08
Department	Department of Computer and Systems Sciences
Subject	Informatics/Computer and Systems Sciences
Specialisation:	G1N - First cycle, has only upper-secondary level entry requirements

Decision

This study plan is approved by the board of the department on 2007-05-08

Prerequisites and special admittance requirements

Basic eligibility.

Course structure

Examination code	Name	Higher Education Credits
A66K	Internet Search Techniques and Business Intelligence, exam	3
A66L	Internet Search Techniques and Business Intelligence, assign	4.5

Course content

The course consists of the following parts:

- Fundamentals of information retrieval, (IR)
- Query analysis
- Information clustering and presentation
- Search Engines
- Business intelligence (BI) tools
- Question-Answering Systems

A detailed description will be found on the department's website.

Learning outcomes

After completion of the course, the student is expected to know how to:

- Compare the different models of information retrieval (IR) and explain their advantages and disadvantages.
- Measure the quality of information retrieval tools.
- Explain how business intelligence systems work, as well as their strength and weaknesses.
- Explain how Internet search engines work as well as their strength and weaknesses. Apply the knowledge in order to improve the positioning of one's webpage in search results.

- Explain and choose among different approaches and techniques of automated query analysis.
- Make a specification of a business intelligence (BI) system that fulfills certain requirements.
- Know how to use business intelligence (BI) systems.
- Use the terminology and concepts of information retrieval and business intelligence.
- Know how to convey this information to fellow students/colleagues.
- Present optional parts or related parts of course orally and written to fellow students/colleagues.

Education

The provision of tuition depends on available resources. Decisions about the details of the arrangement of the tuition and whether the tuition will be compulsory are made by the course module coordinator(s) for the particular part of the course, who are appointed by the head of the department.

The relevant course description can be found on the department's web site.

Forms of examination

- Decisions regarding the structure of the testing of knowledge are made by the respective module coordinator who is appointed by the head of department
- The grading for the course is done for the time being according to a seven-level criterion-referenced grading scale:

A = Excellent
 B = Very good
 C = Good
 D = Satisfactory
 E = Sufficient
 Fx = Insufficient
 F = Totally insufficient

- The course's grading criteria will be announced at the start of the course.

- In any case students who:

- are assessed to be close to a pass grade at an exam, are given the opportunity to complete the course. This means that the student by this procedure is able to pass the actual exam but not receive a higher grade. The examiner informs those students who are eligible for course completion when the results of the examination are announced.

The extra assignment for course completion must be left in according to the predetermined date and can only be used for passing the actual examination.

- have passed an examination are not allowed to retake an examination to get a higher grade.
- have undergone the same examination twice with the same examiner without passing have the right to have another examiner appointed if there are no particular reasons for this not to occur.

Misc

The course is given in English

Required reading

Course literature and other teaching aids are to be approved according to a predetermined procedure.