

# PRINCIPLES OF BUSINESS INTELLIGENCE

## NAVIGATION GUIDE

1. After you have purchased [Principles of Business Intelligence](#) online course, and you are now logged into our learning platform, you will see the following information related to the online course:
  - a. Description of the online course,
  - b. Learning Objectives,
  - c. Course Modules & Duration
  - d. Certification Details, and
  - e. Navigation Guide.

2. In this case, you should scroll down and go to the **Course Content** section. Below is an illustration of how to follow the path to view the modules/topics of this online course.

The screenshot displays the 'Course Content' section of an online course. At the top left, the title 'Course Content' is shown in a dark blue font. To the right of the title is a red button with a white downward arrow and the text 'Expand All'. Below the title, there are five module cards, each with a light gray border and rounded corners. Each card contains a radio button on the left, followed by the module title and the number of topics. On the right side of each card is a red button with a white downward arrow and the text 'Expand'. The modules listed are:

- Module 1: Knowledge Management (4 Topics)
- Module 2: Data Driven Business Decision Making (4 Topics)
- Module 3: Business Intelligence Concepts and Capabilities (4 Topics)
- Module 4: Business Data Visualization (4 Topics)
- Module 5: Business Intelligence Management Systems (4 Topics)

3. You should click on **Module 1: Knowledge Management**. Refer to the image below for more clarification.

The image shows a 'Course Content' section with a list of five modules. Each module is represented by a card with a radio button, the module title, the number of topics, and an 'Expand' button. The first module, 'Module 1: Knowledge Management', is highlighted with a red rectangular box, and a red arrow points from the right side of this box towards the text. In the top right corner of the 'Course Content' header, there is a red button labeled 'Expand All' with a downward arrow icon.

Module Title	Number of Topics	Action
Module 1: Knowledge Management	4 Topics	Expand
Module 2: Data Driven Business Decision Making	4 Topics	Expand
Module 3: Business Intelligence Concepts and Capabilities	4 Topics	Expand
Module 4: Business Data Visualization	4 Topics	Expand
Module 5: Business Intelligence Management Systems	4 Topics	Expand

4. After you have clicked on [Module 1: Knowledge Management](#) the page below appears on your screen.

The screenshot shows a course interface for 'Principles of Business Intelligence'. On the left is a navigation sidebar with a red header. The sidebar lists four modules, each with a radio button and a '4 Topics' indicator. The first module, 'Module 1: Knowledge Management', is selected. Below it are four sub-topics: 'Knowledge Management', 'Asking the right questions?', 'People and Knowledge', and 'Storing Knowledge'. The other three modules are 'Module 2: Data Driven Business Decision Making', 'Module 3: Business Intelligence Concepts and Capabilities', and 'Module 4: Business Data Visualization'. The main content area on the right features a large title 'Module 1: Knowledge Management' and a breadcrumb trail 'Principles of Business Intelligence > Module 1: Knowledge Management' with an 'IN PROGRESS' badge. Below this is a paragraph of introductory text.

**Principles of Business Intelligence**

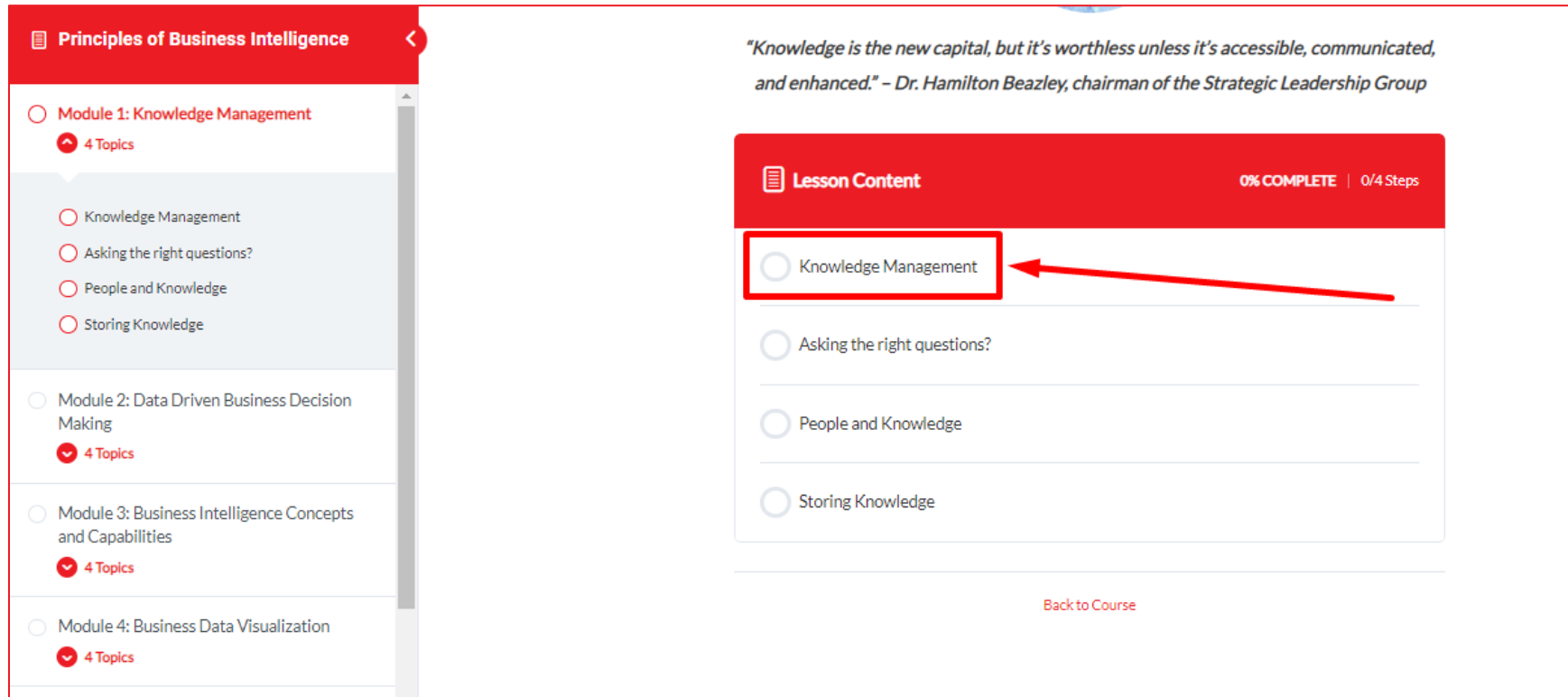
- Module 1: Knowledge Management**  
4 Topics
  - Knowledge Management
  - Asking the right questions?
  - People and Knowledge
  - Storing Knowledge
- Module 2: Data Driven Business Decision Making  
4 Topics
- Module 3: Business Intelligence Concepts and Capabilities  
4 Topics
- Module 4: Business Data Visualization  
4 Topics

# Module 1: Knowledge Management

Principles of Business Intelligence > Module 1: Knowledge Management **IN PROGRESS**

This module provides a deep dive on the topic of knowledge management together with related topics that will help the reader understand the importance of knowledge management in an organization. First, definitions and core concepts of knowledge management are presented together with the strategy and implementation process. Next, in order to better understand how knowledge management can be utilized and comprehended within the organization, the right questions must be asked to evolve and improve the operation efficiency of shared knowledge management within the organization. In addition, a crucial component in the evolving and sharing of knowledge are people, the reader will understand the effect of people in increasing and boosting knowledge within their work setting. Lastly, the importance and approaches for storing and sharing knowledge management are thoroughly discussed.

5. This is a short description of **Module 1: Knowledge Management**. In this case, you should read the content (if any), and scroll down and click on **Knowledge Management** to view the first topic of this module.



The screenshot displays a course interface for "Principles of Business Intelligence". On the left, a sidebar lists four modules: "Module 1: Knowledge Management" (4 Topics), "Module 2: Data Driven Business Decision Making" (4 Topics), "Module 3: Business Intelligence Concepts and Capabilities" (4 Topics), and "Module 4: Business Data Visualization" (4 Topics). The main content area features a quote by Dr. Hamilton Beazley: "Knowledge is the new capital, but it's worthless unless it's accessible, communicated, and enhanced." Below the quote is a "Lesson Content" section with a progress indicator of "0% COMPLETE | 0/4 Steps". The "Lesson Content" list includes four items: "Knowledge Management", "Asking the right questions?", "People and Knowledge", and "Storing Knowledge". A red box highlights the "Knowledge Management" item, and a red arrow points to it from the right. At the bottom of the main content area, there is a "Back to Course" link.

6. If you have clicked on [Knowledge Management](#) as instructed, the content below appears. You need to go through the content by reading, memorizing, and scrolling down.

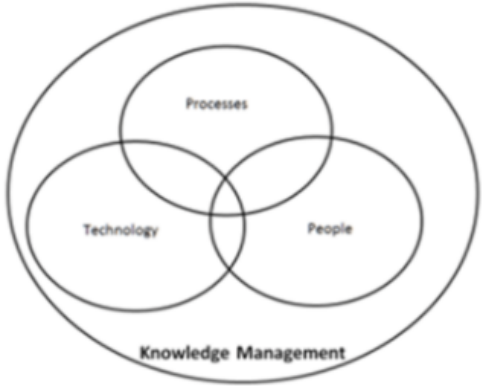
**Principles of Business Intelligence**

- Module 1: Knowledge Management**  
4 Topics
  - Knowledge Management**
  - Asking the right questions?
  - People and Knowledge
  - Storing Knowledge
- Module 2: Data Driven Business Decision Making**  
4 Topics
- Module 3: Business Intelligence Concepts and Capabilities**  
4 Topics
- Module 4: Business Data Visualization**  
4 Topics

## Knowledge Management

Principles of Business Intelligence > Module 1: Knowledge Management > Knowledge ... **IN PROGRESS**

Knowledge management is the process of capturing, storing, retrieving, and distributing the knowledge of individuals within an organization in order to be utilized by others in the organization, subsequently improving the quality and efficiency of decision-making across the organization.



7. When you have completed reading and memorizing the topic, you should click on the **Mark Complete** button to complete this particular topic.

The screenshot displays a course interface for "Principles of Business Intelligence". On the left is a sidebar with a red header containing a menu icon and the course title. Below the header, the sidebar lists four modules, each with a radio button and a "4 Topics" indicator:

- Module 1: Knowledge Management (selected, indicated by a red circle around the radio button)
- Module 2: Data Driven Business Decision Making
- Module 3: Business Intelligence Concepts and Capabilities
- Module 4: Business Data Visualization

The main content area on the right contains two paragraphs of text. The first paragraph discusses structural capital and the difference between information and knowledge. The second paragraph provides an example of a sales record table and explains how unstructured information is mapped to knowledge. At the bottom of the main content area, there are two buttons: "Back to Lesson" and "Mark Complete" (which includes a checkmark icon). A red arrow points from the "Back to Lesson" text to the "Mark Complete" button, which is also highlighted with a red rectangular border.

8. To complete the first module that you are already learning, you should click on the **Mark Complete** button – this means that you have completed the first module. You should do this for all the **Modules & Topics** of **Principles of Business Intelligence** until the last part, which is the **Final Quiz**.

The screenshot displays the course interface for 'Principles of Business Intelligence'. On the left, a sidebar lists four modules, each with a '4 Topics' indicator and a checkmark: Module 1: Knowledge Management, Module 2: Data Driven Business Decision Making, Module 3: Business Intelligence Concepts and Capabilities, and Module 4: Business Data Visualization. The main content area features a quote by Dr. Hamilton Beazley and a 'Lesson Content' section showing a list of topics: Knowledge Management, Asking the right questions?, People and Knowledge, and Storing Knowledge. At the bottom right, a red button labeled 'Mark Complete' with a checkmark is highlighted by a red box and a red arrow pointing to it from the text 'Back to Course'.



9. The image below shows how you have completed the first module in this case, **Module 1: Knowledge Management**. As stated above, you should do this process for every **Module & Topic**.

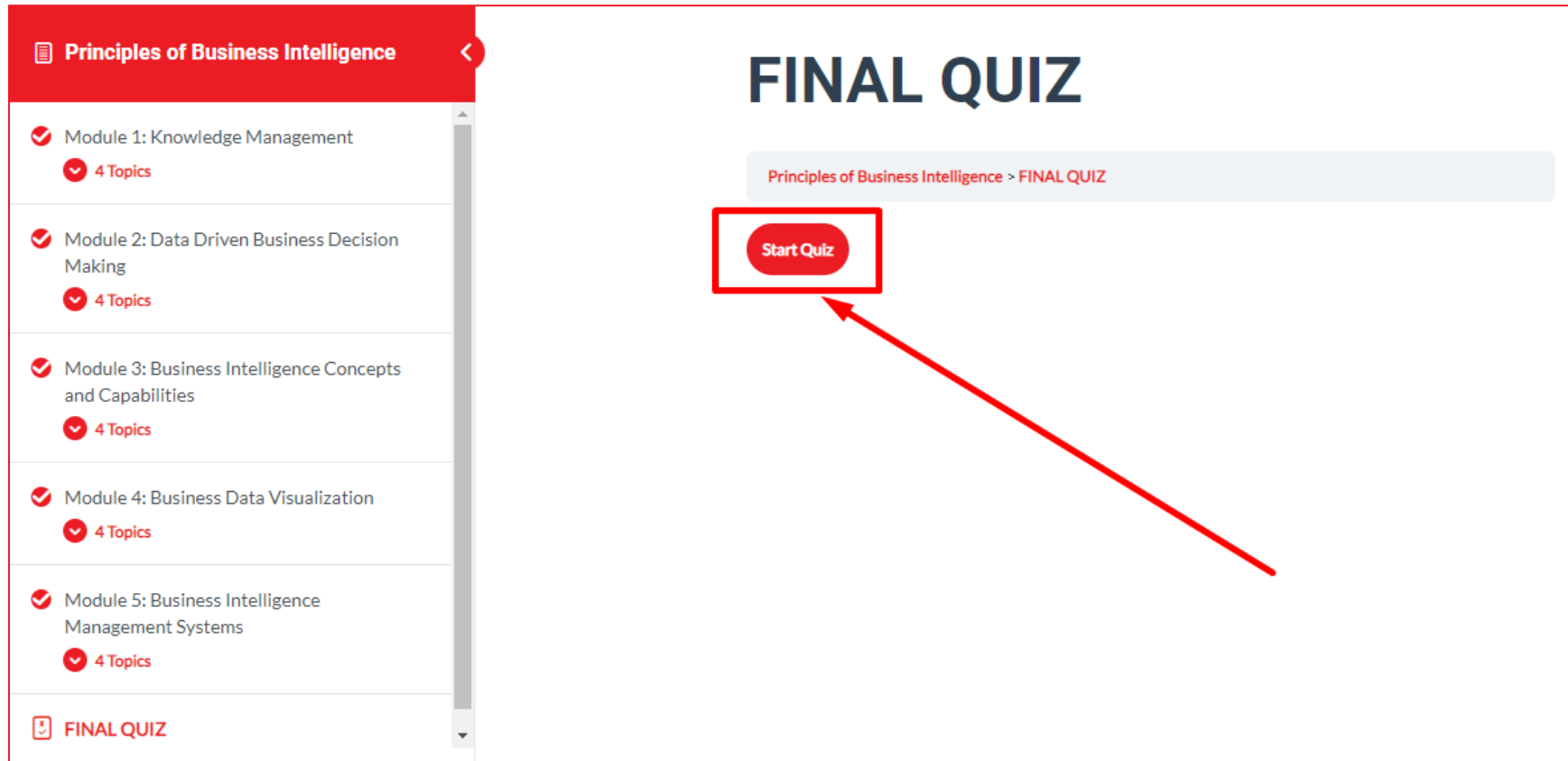
The screenshot displays a course interface for 'Principles of Business Intelligence'. On the left, a sidebar lists modules. 'Module 1: Knowledge Management' is marked as completed with a checkmark and shows 4 topics: 'Knowledge Management', 'Asking the right questions?', 'People and Knowledge', and 'Storing Knowledge'. 'Module 2: Data Driven Business Decision Making' is marked as in progress with a circle and shows 4 topics: 'Overview of Decision Making', 'Conceptual Foundations of Decision Making', 'Decision Making Phases', and 'Decision Support Systems'. A red box highlights the four topics of Module 1, and a red arrow points from this box towards the main content area. The main content area features the title 'Module 2: Data Driven Business Decision Making' and a progress indicator 'IN PROGRESS'. Below the title, a paragraph of text describes the module's content.

## Module 2: Data Driven Business Decision Making

Principles of Business Intelligence > Module 2: Data Driven Business Decision Making **IN PROGRESS**

While following this module, the reader will be able to get familiar with the concept of decision-making and the strong dependence on computerized and data-driven support systems. Moreover, the decision-making implications in relation to the business environment, organizational response, and analytical predictions are elaborated. Next, the conceptual foundations and origin of decision-making are presented coupled with the approaches that decision-making supports in different settings such as group tasks or individual tasks. To better understand these approaches, the decision-making phases such as the intelligent, design, and implementation phases are thoroughly discussed. Lastly, the technological support coming from decision support systems and their main components concludes the module.

10. When you have completed all the Modules & Topics of Principles of Business Intelligence online course, the Final Quiz appears immediately on your screen. In order to answer the questions of this online course, you should click the Start Quiz.



11. After you have clicked on the [Start Quiz](#), you will see the below-presented page and all the questions prepared for this online course. You should click [Next](#) when you answer a question.

The screenshot displays a user interface for a final quiz. On the left, a sidebar lists five modules, each with a checkmark and '4 Topics' below it. The 'FINAL QUIZ' is listed at the bottom of the sidebar. The main content area features the title 'FINAL QUIZ' and a breadcrumb trail 'Principles of Business Intelligence > FINAL QUIZ'. Below this, a question asks 'What is knowledge management?'. Four radio button options are provided: 'Process of capturing, storing, retrieving and distributing knowledge within the organization', 'Process of encoding, retrieving and sharing knowledge within the department', 'Process of creating and storing knowledge of other staff members', and 'Process of encoding, retrieving and sharing knowledge through dashboards and other tools'. A red arrow points to a red 'Next' button in the bottom right corner.

12. After you have answered all the questions presented to you, the button [Click Here to Continue](#) appears. Also, on this page, you can see the percentage of your answers. As we have stated in our description the passing score is [60%](#). In addition, click on the [Click Here to Continue](#) button.

**Principles of Business Intelligence**

- ✓ Module 1: Knowledge Management  
4 Topics
- ✓ Module 2: Data Driven Business Decision Making  
4 Topics
- ✓ Module 3: Business Intelligence Concepts and Capabilities  
4 Topics
- ✓ Module 4: Business Data Visualization  
4 Topics
- ✓ Module 5: Business Intelligence Management Systems  
4 Topics

# FINAL QUIZ

Principles of Business Intelligence > FINAL QUIZ

## Results

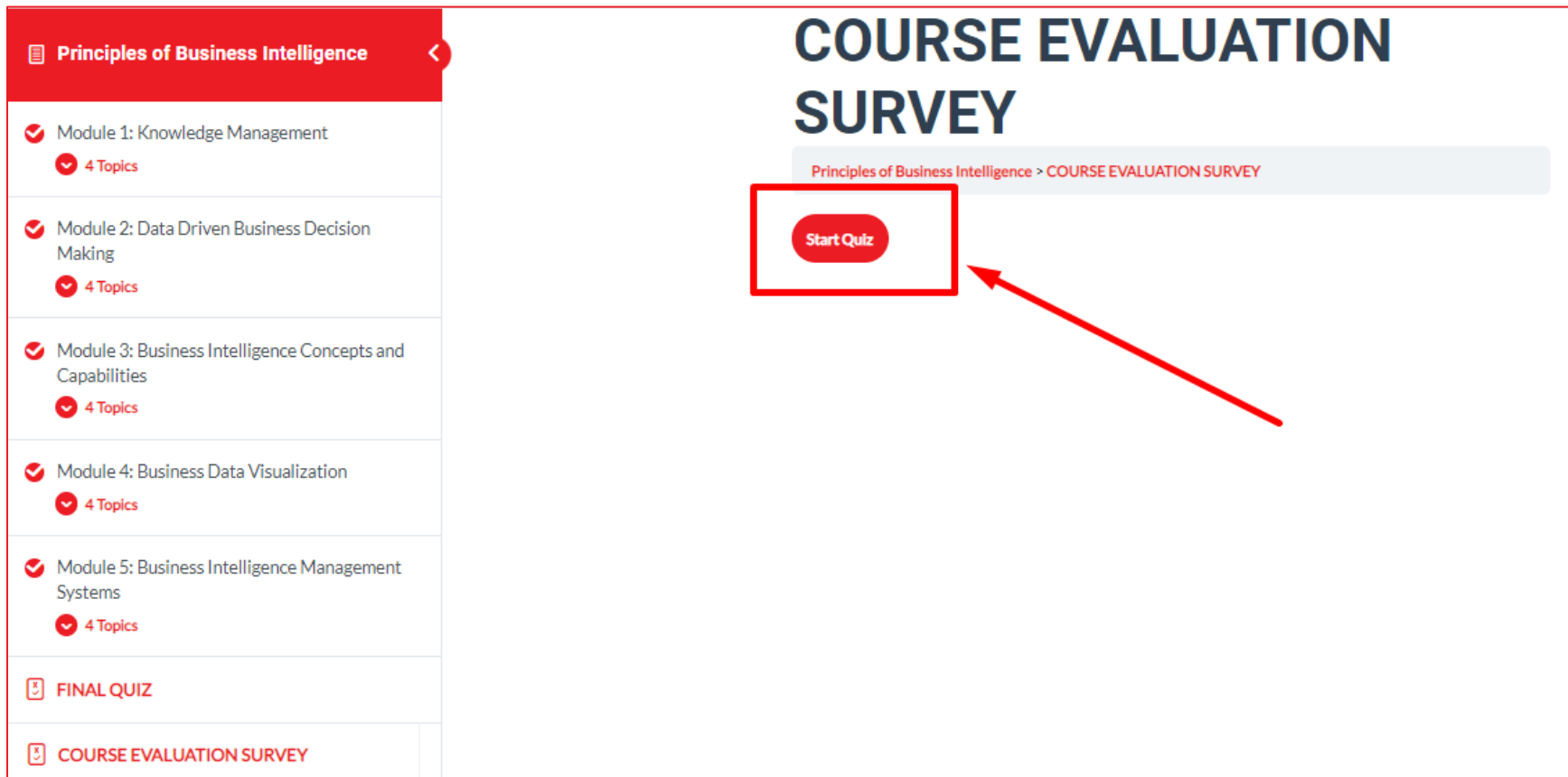
25 of 25 Questions answered correctly

Your time: 00:02:53

You have reached 25 of 25 point(s), (100%)

Restart Quiz   **Click Here to Continue**

13. In order for CUNITECH Institute to improve this online course, we kindly ask you to complete the [Course Evaluation Survey](#). Please let us know what do you think about this online course. When you finish answering your questions regarding the online course, please [Click Here to Continue](#) button.



The screenshot displays a course interface for 'Principles of Business Intelligence'. On the left, a sidebar lists five modules, each with a checkmark and '4 Topics' below it: Module 1: Knowledge Management, Module 2: Data Driven Business Decision Making, Module 3: Business Intelligence Concepts and Capabilities, Module 4: Business Data Visualization, and Module 5: Business Intelligence Management Systems. Below the modules are two items: 'FINAL QUIZ' and 'COURSE EVALUATION SURVEY', both with a document icon. The main content area features the title 'COURSE EVALUATION SURVEY' in large blue letters. Below the title is a breadcrumb trail: 'Principles of Business Intelligence > COURSE EVALUATION SURVEY'. A red rounded button labeled 'Start Quiz' is highlighted with a red rectangular box, and a red arrow points from the right towards this button.

14. After clicking the button [Click Here to Continue](#), you will be re-directed to the page where you can download your [Certificate of Achievement](#). As we have stated before, you should pass [60%](#) of the questions in order to be able to get your [Certificate of Achievement](#). The certificate can be downloaded by clicking on the [Download Certificate](#) button.

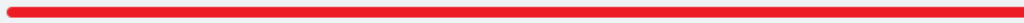
## Principles of Business Intelligence



You've earned a certificate!



Download  
Certificate



100% COMPLETE Last activity on 5 April 2022 8:47 am

COMPLETE

## Principles of Business Intelligence

# THANK YOU FOR YOUR ATTENTION!

If you have any questions or require further support, please do not hesitate to contact us at: [operations@cunitech.ca](mailto:operations@cunitech.ca)