Integrated business information systems

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Abstrak

Enterprise Resource Planning (ERP), Supply Chain Management
(SCM), Customer Relationship Management (CRM), Business Intelligence (BI)
and Big Data Analytics (BDA) are business related tasks and processes, which are
supported by standardized software solutions. This requires business oriented
thinking and acting from IT specialists and data scientists. It is a good idea to let
students experience this directly from the business perspective, for example as
executives of a virtual company in a serious gaming environment.