

## Integrated business information systems

Gronwald, Klaus-Dieter, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20528525&lokasi=lokal>

---

### 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.