

Introduction to Module 5

Information technologies and systems support organizations in managing—that is, acquiring, organizing, storing, accessing, analyzing, and interpreting—data. As you noted in Module 1, when these data are managed properly, they become information and then knowledge. Information and knowledge are invaluable organizational resources that can provide any organization with a competitive advantage.



Module To-Do

- Read Chapter 5: Data and Knowledge Management.
- Watch the chapter videos to gain a better understanding of chapter concepts.
- Take the reading quiz to assess your understanding of the content.
- Participate in this week's Career Discussion activity.
- Review the closing case to analyze real-world scenarios and apply chapter concepts.
- Complete the chapter test to cement your knowledge.

Learning Objectives for This Module

- Discuss ways that common challenges in managing data can be addressed using data governance (L.O. 5.1).
- Identify and assess the advantages and disadvantages of relational databases (L.O. 5.2).
- Define Big Data and explain its basic characteristics (L.O. 5.3).
- Explain the elements necessary to successfully implement and maintain data warehouses (L.O. 5.4).
- Describe the benefits and challenges of implementing knowledge management systems in organizations (L.O. 5.5).
- Understand the processes of querying a relational database, entity-relationship modeling, and normalization and joins (L.O. 5.6).