



Module 8

Developing Business Data Models

Lesson 1: Data modeling goals and challenges

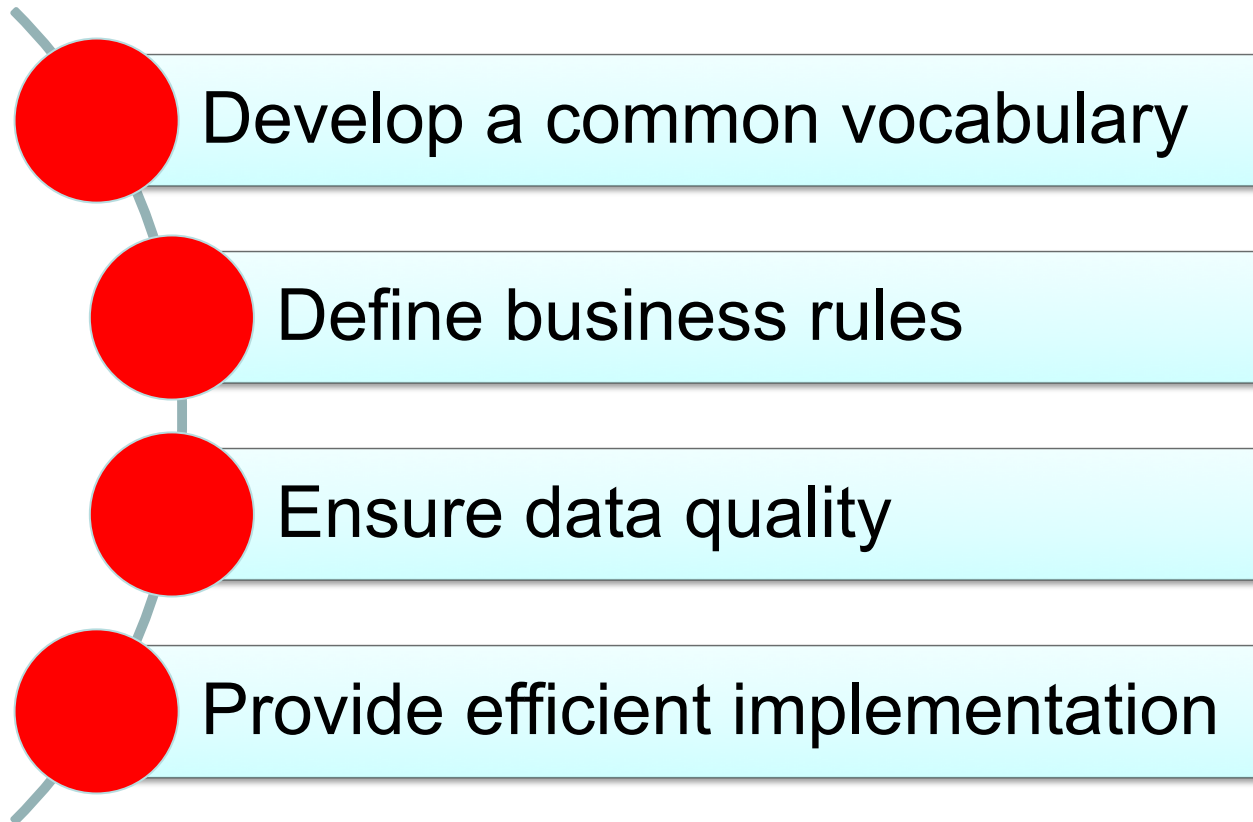


Lesson Objectives

- Gain context for skill development
- Explain goals of conceptual data modeling
- Explain the position of this module in the database development process

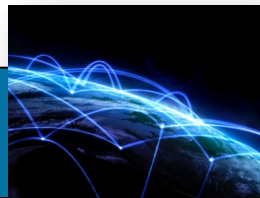


Broad Goals of Database Development



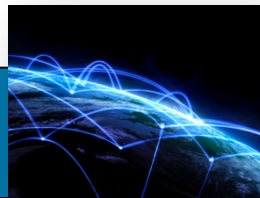
Develop a Common Vocabulary

- Diverse groups of users
- Difficult to obtain acceptance of a common vocabulary
- Compromise to find least objectionable solution
- Unify organization by establishing a common vocabulary

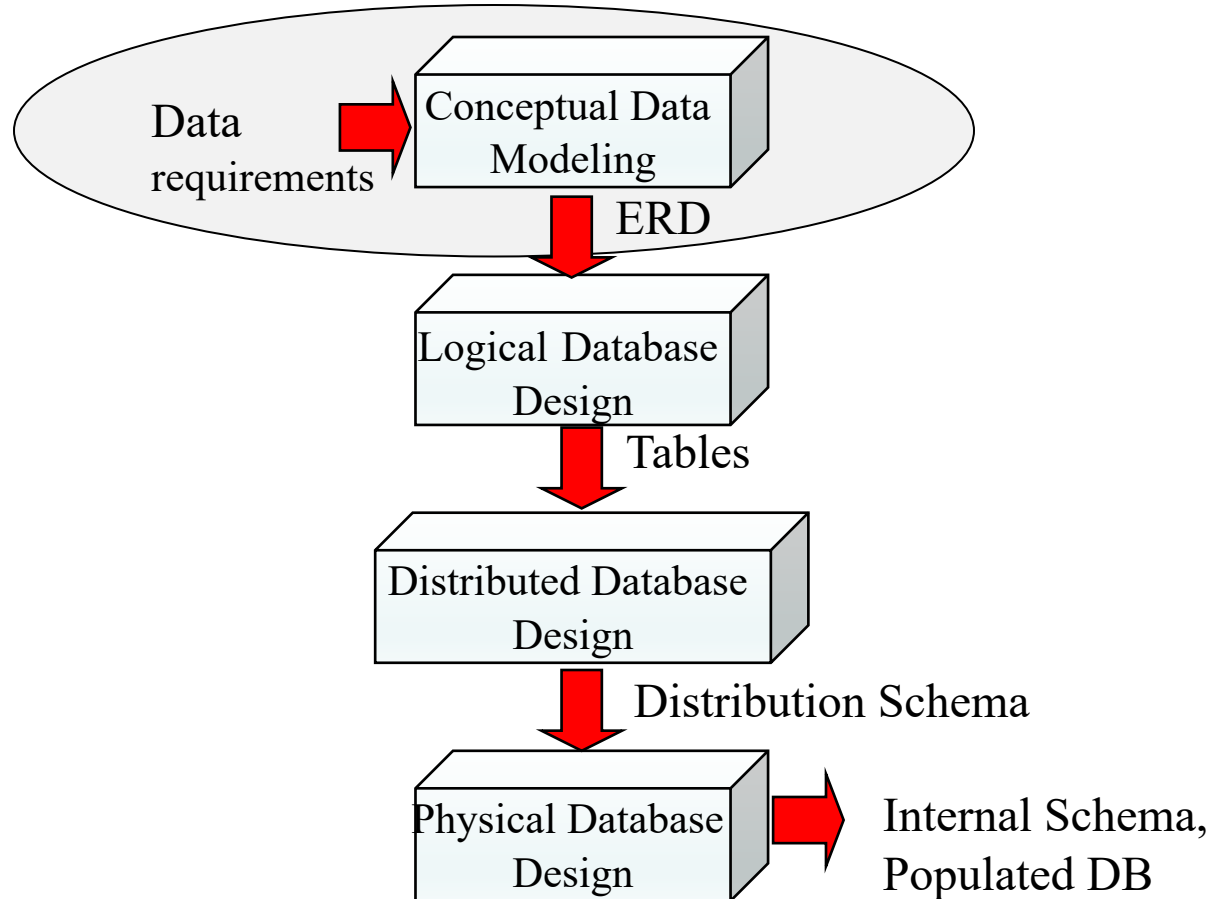


Define Business Rules

- Support organizational policies
- Determine restrictiveness
 - Too restrictive: reject valid business interactions
 - Too loose: allow erroneous business interactions
- Provide exceptions for flexibility



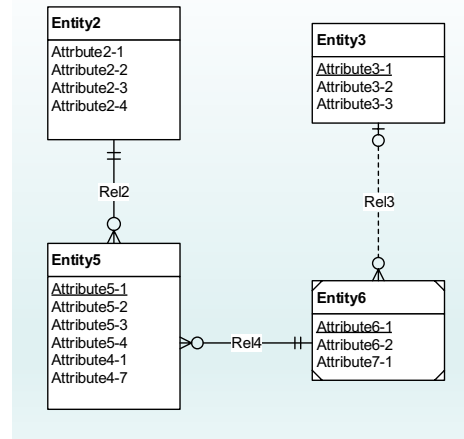
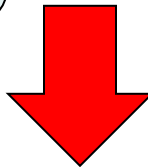
Database Development Phases



Conceptual Data Modeling

Ill defined problem

- Conflicting requirements
- Incomplete requirements
- Diverse stakeholders and formats
- Irrelevant details



Summary

- Essential part of information systems development
- Focus on development goals
- Complex team development process
- Subset of conceptual data modeling process

