

Checklist

What you should know

By the end of this subtopic, you should be able to:

- define the following terms: (AO1)
 - management information systems
 - data analytics
 - databases
 - data mining
 - cybersecurity
 - cybercrime
 - artificial neural networks
 - data centres
 - cloud computing
 - virtual reality
 - internet of things (IoT)
 - artificial intelligence (AI)
 - big data
 - customer loyalty programmes
 - digital Taylorism
- describe data analytics, databases, cybersecurity and cybercrime (AO1)
- analyse the importance of critical infrastructures, including artificial neural networks, data centres and cloud computing (AO2)
- explain the role of virtual reality (VR) in business (AO2)
- comment on the importance of the internet of things, artificial intelligence and big data (AO2)
- examine the benefits and drawbacks of customer loyalty programmes (AO3)
- discuss the use of data to manage and monitor employees; digital Taylorism (AO3)
- evaluate the use of data mining to inform decision-making (AO3)
- examine the benefits, risks and ethical implications of advanced computer technologies (management information systems) and technological innovation on business decision-making and stakeholders (AO3)

