Tecnológico de Monterrey

PLANES DE ESTUDIO

TI3034
Business Intelligence

SPANISH

Course in which it's recommended to incorporate the use of information technologies.
CIP: 110101 Computer and Information Sciences, General.

C-L-U: 3-1-8

Academic department that offers it:
Information Technologies

Graduate Programs who offer them:
9 INT11, 9 LATI11
Certificates

Requirement:
(TI3030)

Equivalence:
TI3022

General aim of the course:
Upon completion of this course, students will be able to analyze the organization's external and internal sources of information and the relevant data to propose an organizational indicator system that generates values, employing their database management and result visualization skills.

Teaching and learning tecniques:
Case method

Bibliography:
TEXT BOOKS:
* Mallach, Efrem, Decision support and data warehouse systems, , Boston : Irwin/McGraw-Hill, c2000, , 0072899816 (papel no a´cido)
* Turban, Efraim, Business intelligence : a managerial approach, , Upper Saddle River, N.J. ; México : Pearson Prentice Hall, c2008, , 013234761X, 9780132347617

Professor´s profile:
Master Degree in Information Systems Management; Master Degree in Computer/Information Sciences; Master Degree in Information Technology.; Doctoral Degree in Information Systems Management; Doctoral Degree in Computer/Information Sciences; Doctoral Degree in Information Technology.
CIP: 521201, 110101, 110103