MIS 3050: CRM and Data Analytics

Fundamental issues associated with Customer Relationship Management (CRM) and Data Analytics, theoretical and practical, such as designing and building a data warehouse, building and populating info-cubes, report generation with SAP BW, data mining, business intelligence technologies, and extension of CRM to the Internet.

Credits: 3.0
Prerequisites:
VSB 2006
VSB 2020
VSB 2009
VSB 2010
VSB 2030
VSB 2040
VSB 2006 and VSB 2020 and (VSB 2009 or VSB 2010 or VSB 2030 and VSB 2040)
Program: Management Information Systems