

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

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](#)