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Autore	Gronwald Klaus-Dieter
Titolo	Integrated Business Information Systems : A Holistic View of the Linked Business Process Chain ERP-SCM-CRM-BI-Big Data // by Klaus-Dieter Gronwald
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Nota di contenuto	Business Integration Methods -- ERP – Enterprise Resource Planning -- SCM – Supply Chain Management -- CRM – Customer Relationship Management -- BI – Business Intelligence -- Big Data Analytics -- Artificial Intelligence -- Kdibis Global -- The Beverages Roleplay and Games.
Sommario/riassunto	Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM), Business Intelligence (BI) and Big Data analytics (BDA) are business related tasks and processes, that are supported by standardized software solutions. This book explains how these tasks require business-oriented thinking and

actions from IT specialists and data scientists, and argues that it is a good idea to let students experience this directly from the business perspective, for example as executives of a virtual company in a role-play exercise. The second edition of the book has been completely revised, restructured and supplemented with actual topics such as blockchains in supply chains and the correlation between big data analytics, artificial intelligence and machine learning. The structure of the book is based on the gradual implementation and integration of the respective information systems from the business and management perspectives. Part I provides detailed descriptions of the topics supplemented by online tests and exercises, while Part II introduces role play and the online gaming and simulation environment. Supplementary teaching material, presentations, templates, and video clips are available online in the gaming area. The gaming and business simulation Kdibisglobal.com, newly created for this book, now includes a beer division, a bottled water division, a soft drinks division and a manufacturing division for cash-register barcode scanners with their specific business processes and supply chains. The Author Klaus-Dieter Gronwald is lecturer, author, serious game developer and founder of Kdibis Learning Games. He combines teaching at various international business schools and colleges with career as a senior executive in industry developing new global sourcing strategies and advanced shared services models for IT- and engineering services in virtual teams. Klaus-Dieter Gronwald graduated from Leibniz University Hannover, in Germany, with a Masters and Ph.D. in Physics.
