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BUSINESS INTELLIGENCE A MANAGERIAL PERSPECTIVE ON ANALYTICS Ramesh Sharda Oklahoma State University Dursun Delen Oklahoma State University Efraim Turban University of Hawaii With contributions by J. E. Aronson The University of Georgia Ting-Peng Liang National Sun Yat-sen University David King JDA Software Group, Inc.

BUSINESS INTELLIGENCE A MANAGERIAL PERSPECTIVE ON

An Overview of Business Intelligence, Analytics, and Decision Support Learning Objectives Understand today's turbulent business environment and describe how organizations survive and even excel in such an environment (solving problems and exploiting opportunities) Understand the need for computerized support of managerial decision

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functionality of decision support software, adjusted to specific business situations with the help of a

technological specialist. The aim of the paper is to give managers a list of key terms in the domain of decision support and Business Intelligence that will help them acquire adequate knowledge for performance of their business function.

DECISION SUPPORT AND BUSINESS INTELLIGENCE – WHAT NEEDS TO

key components of business intelligence systems 14 OLAP refers to the techniques of performing complex analysis over the information stored in a data warehouse to transform it into decision information (Shi, Wang, Wu, Xu, & Zeng, 2006).

Identifying Key Components of Business Intelligence

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Managerial Orientation – This text takes a managerial approach to Business Intelligence, and therefore emphasizes the BI applications and implementations. This exposure allows students to truly understand how Business Intelligence works so they can adopt it in their future managerial roles.

Turban, Sharda, Aronson & King, Business Intelligence

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