Why should I take this course?

Do you want to build computerized business applications? Do you want to create business applications that operate in multiple locations? Do you want to conduct business on the Internet? Did you ever have a problem in consolidating records coming from different functional units within your organization – such as matching the accounts payable records with the customer order records? If you are going to build/use a modern business application, that is efficient and scalable, you need a database management system.

Databases are fundamental to the successful operation of any business venture whether they are profit oriented or not for profit oriented. This course will give you the skills that most employers are looking in terms of data management. If you are majoring in fields like accounting, marketing, finance, or manufacturing, this course will help you learn how to capture, store, organize, and utilize the data about various business activities so as to achieve the stated business goals for your company.

This course will not only teach you how to build a database from concept to completion but will also draw your attention to business intelligence applications and business analytics applications which depend on the presence of a sound database system. In short, you will begin to appreciate data as a valuable corporate resource.

ISDS 555 introduces database theory, design, and implementation. Topics covered will include business data modeling using the entity-relationship (ER) model, logical database design using the relational data model, and query languages using MS Access and MS SQL Server. Database management systems are studied with database design issues in the context of solving business problems.

At the completion of the course, you should be able to

- Define the characteristics, advantages and disadvantages of different types of databases
- Learn the importance of data modeling concepts and use them effectively
- Plan and design a database
- Learn to write queries using Structured Query Language (SQL)
- Understand the tools that make up a modern database management system
- Design a database that can be used by corporations to gain strategic competitive advantage.
- How to manage a Database- its Security, privacy, integrity and Administration.

Hands-On
The course involves extensive hands-on experience with Microsoft SQL Server 2008, where students design, build, and implement a business database application.

1 Dr. Malini Krishnamurthi (Instructor) has been published in various academic journals. You can contact Dr.Krishnamurthi at mkrishnamurthi@fullerton.edu for more information about the course.