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Description

This course deals with the basic principles and theory of business administration, in particular in relationship to information technology. . Aim: Understanding of organization of business, and business processes, including strategy, marketing, finance and accounting, and operations. We emphasize the contribution of Knowledge Engineering in these domains, where the use of information to obtain optimal solutions to decision problems is a central issue.

Knowledge and understanding

Starting from scratch, the student will gain an understanding of fundamental business processes. Moreover, the role and history of information technology will become clear. Finally, the student will be introduced to the contribution of knowledge engineering in concrete business settings.

The course will require the students to translate and interpret the knowledge and insights acquired in the course in a present business context. Thus, the students will gain a basic understanding of business IT.

Making Judgements

After this course, the student will have a basic understanding of the added value of knowledge engineering techniques in relation to other IT tools, within a business context.

Communication

The student will have a basic understanding of business processes and the most common business applications, in relation to knowledge engineering.

Skills

The student will develop some basic business information processing skills, such as applying MRP or JIT principles, and financial reporting.