Mindluster Platform

# About the course Database Marketing

People, processes and information systems are how organizations do business. Management Information Systems (MIS) is an interdisciplinary major focusing on how to leverage technology, people and processes to help improve, transform and support business operations. It is a discipline which focuses on the management of information and communications technology elements within business organizations. As an MIS student, you can expect to gain an understanding of computer databases, networks, computer security, but also learn how to help people better use technology. You are the essential link between technology and people who don't understand it as well as you do..A management information system is an information system used for decision-making, and for the coordination, control, analysis, and visualization of information in an organization. The study of the management information systems involves people, processes and technology in an organizational context.

**Business Category's Courses**

# Course Lesson(103)

Lesson 1 : **Information Systems in Life**

Lesson 2 : **Information Literacy**

Lesson 3 : **Transaction Processing**

Lesson 4 : **Management Information Systems**

Lesson 5 : **System Components**

Lesson 6 : **Using Information Systems**

Lesson 7 : **MIS Jobs**

Lesson 8 : **Defining a Computer**

Lesson 9 : **History of Computers**

Lesson 10 : **The Power of Computers**

Lesson 11 : **Input Output and Memory**

Lesson 12 : **Classes of Computers**

Lesson 13 : **What is Software**

Lesson 14 : **Computer Languages**

Lesson 15 : **Databases**

Lesson 16 : **Logical Database Design**

Lesson 17 : **Components of DBMS**

Lesson 18 : **Database Design and Use**

Lesson 19 : **Data Warehouses**

Lesson 20 : **Data Marts**

Lesson 21 : **Business Analytics**

Lesson 22 : **The Big Data Era**

Lesson 23 : **Database Marketing**

Lesson 24 : **Privacy Issues**

Lesson 25 : **Ethical Issues of IT**

Lesson 26 : **The Impact of IT**

Lesson 27 : **Green Computing**

Lesson 28 : **IT Risks**

Lesson 29 : **Computer and Network Security**

Lesson 30 : **Security Threats**

Lesson 31 : **Biometric Security Measures**

Lesson 32 : **Nonbiometric Security Measures**

Lesson 33 : **Access Controls**

Lesson 34 : **Virtual Private Networks**

Lesson 35 : **Data Encryption**

Lesson 36 : **Computer Emergency Response Team**

Lesson 37 : **Security System Guidelines**

Lesson 38 : **Defining Data Communication**

Lesson 39 : **Processing Configurations**

Lesson 40 : **Types of Networks**

Lesson 41 : **Network Topologies**

Lesson 42 : **Networking Concepts**

Lesson 43 : **Wireless and Mobile Networks**

Lesson 44 : **Wireless Security**

Lesson 45 : **Voice Video and Data**

Lesson 46 : **The Internet**

Lesson 47 : **Navigational Tools**

Lesson 48 : **Internet Services**

Lesson 49 : **Web Applications**

Lesson 50 : **Intranets**

Lesson 51 : **Extranets**

Lesson 52 : **Web 2 0 and Web 3 0**

Lesson 53 : **The Internet of Everything**

Lesson 54 : **Defining E Commerce**

Lesson 55 : **Categories of E Commerce**

Lesson 56 : **B2B E Commerce**

Lesson 57 : **B2C E Commerce**

Lesson 58 : **Mobile and Voice Based E Commerce**

Lesson 59 : **E Commerce Support Technologies**

Lesson 60 : **Social Commerce**

Lesson 61 : **Hyper Social Organizations**

Lesson 62 : **Social Media Information Systems**

Lesson 63 : **Global Information Systems**

Lesson 64 : **Global Organizational Structures**

Lesson 65 : **Systems Development Life Cycle SDLC**

Lesson 66 : **SDLC Planning**

Lesson 67 : **SDLC Requirements and Analysis**

Lesson 68 : **SDLC Design**

Lesson 69 : **SDLC Implementation**

Lesson 70 : **SDLC Maintenance**

Lesson 71 : **Trends in SDLC**

Lesson 72 : **Rapid Application Development**

Lesson 73 : **Extreme Programming**

Lesson 74 : **Agile Methodology**

Lesson 75 : **SCM Technologies**

Lesson 76 : **Customer Relationship Management CRM**

Lesson 77 : **Personalization Technology**

Lesson 78 : **Knowledge Management**

Lesson 79 : **Enterprise Resource Planning**

Lesson 80 : **Types of Decisions**

Lesson 81 : **Decision Support Systems**

Lesson 82 : **Executive Information Systems**

Lesson 83 : **Group Support Systems**

Lesson 84 : **Geographic Information Systems**

Lesson 85 : **Designing Management Support Systems**

Lesson 86 : **What is AI**

Lesson 87 : **Expert Systems**

Lesson 88 : **Case Based Reasoning**

Lesson 89 : **Intelligent Agents**

Lesson 90 : **Fuzzy Logic**

Lesson 91 : **Machine Learning**

Lesson 92 : **Genetic Algorithms**

Lesson 93 : **Natural Language Processing**

Lesson 94 : **Integrating AI**

Lesson 95 : **Contextual Computing**

Lesson 96 : **Trends in Software**

Lesson 97 : **Virtual Reality**

Lesson 98 : **Augmented Reality**

Lesson 99 : **Radio Frequency Identification**

Lesson 100 : **Quick Response Codes**

Lesson 101 : **Trends in Networking**

Lesson 102 : **Nanotechnology**

Lesson 103 : **Blockchain Technology**

# Related courses

**Business Entrepreneurship**

**Business Soft Skills**

**Economics**

**Intellectual Property**

**How to Start Business**

**Start a Cleaning Business**

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