



Business Intelligence Sources and Resources for SMEs' Internationalization

Author:

Matrix

Languages:

English

Description:

The following script tries to introduce new terms, databases, methods and methodologies on the field of BI (business intelligence: https://en.wikipedia.org/wiki/Business_intelligence) for SMEs (small-and-medium-sized-enterprises: https://en.wikipedia.org/wiki/Small_and_medium-sized_enterprises). The conception of the script is the following:

introduction of basic knowledge elements (like translation potential, lexica)

declaration of tasks for learning by doing (see exercises)

demonstration of useful resources (e.g. databases, analytical tools)

signalisation of phenomena in advanced level



This project has been funded with support from the European Commission.
This web site and its contents reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

