



MIS 385/MBA 664

Systems Implementation with DBMS/  
Database Management

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# Objectives

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- Definition of terms
- Describe importance and measures of data quality
- Define characteristics of quality data
- Describe reasons for poor data quality in organizations
- Describe a program for improving data quality
- Describe three types of data integration approaches
- Describe the purpose and role of master data management
- Describe four steps and activities of ETL for data integration for a data warehouse
- Explain various forms of data transformation for data warehouses



# Importance of Data Quality

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- Minimize IT project risk
- Make timely business decisions
- Ensure regulatory compliance
- Expand customer base