Assignment for Next Class

- Read chapter 6 (p. 224 - 264)
- Self-assessment test (p. 265)
- Check that you know the key terms listed on p. 266.
- Prepare review questions 1, 3, 6, 13, 14, and 17.

Organizing Data and Information
Chapter 5

Traditional Approach
- Data redundancy
- Program-data dependence
- Data integrity

Database Approach
Advantages and Disadvantages of the Database Approach

→ pp. 185 / 186

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The Hierarchy of Data

Entity-Relationship (ER) Diagrams

Elements of the ERM

Relational Models

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Relational Models

Database Management Systems (DBMSs)
- Provide a user view
- Create and modify the database
- Store and retrieve data
- Manipulate data
- Produce reports

Open Database Connectivity (ODBC)
- "I need all addresses in the ZIP range 32xxx-33000"

Storing and Retrieving Data

Structured Query Language

Database Output
Summary

• **Data** - one of the most valuable resources a firm possesses

• **Entity** - a generalized class of objects for which data is collected, stored, and maintained

• **DBMS** - a group of programs used as an interface between a database and application programs

• **Traditional on-line transaction processing (OLTP)** - do not support the types of data analysis needed today

Thank you!

The slides will be available on the Internet at [http://ruby.fgcu.edu/courses/mhepp/](http://ruby.fgcu.edu/courses/mhepp/) (-> CRN80097)