

Design thinking business analysis: business concept mapping applied

Frisendal, Thomas, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20396653&lokasi=lokal>

Abstrak

This book undertakes to marry the concepts of concept mapping with a design thinking approach in the context of business analysis. While in the past a lot of attention has been paid to the business process side, this book now focusses information quality and valuation, master data and hierarchy management, business rules automation and business semantics as examples for business innovation opportunities. The book shows how to take Business Concept Maps further as information models for new IT paradigms. In a way this books redefines and extends business analysis towards solutions that can be described as business synthesis or business development. Business modellers, analysts and controllers, as well as enterprise information architects, will benefit from the intuitive modelling and designing approach presented in this book. The pragmatic and agile methods presented can be directly applied to improve the way organizations manage their business concepts and their relationships.