



Dr. SNS RAJALAKSHMI COLLEGE OF ARTS & SCIENCE
(Autonomous)
Coimbatore -641049



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(Recognized by UGC, Approved by AICTE, New Delhi and
Affiliated to Bharathiar University, Coimbatore)

DEPARTMENT OF COMMERCE (IT)

COURSE NAME : 21UCI508 - Business Intelligence

III YEAR / V SEMESTER

Unit III

Business Models and Information Flow

The Business Rules Approach

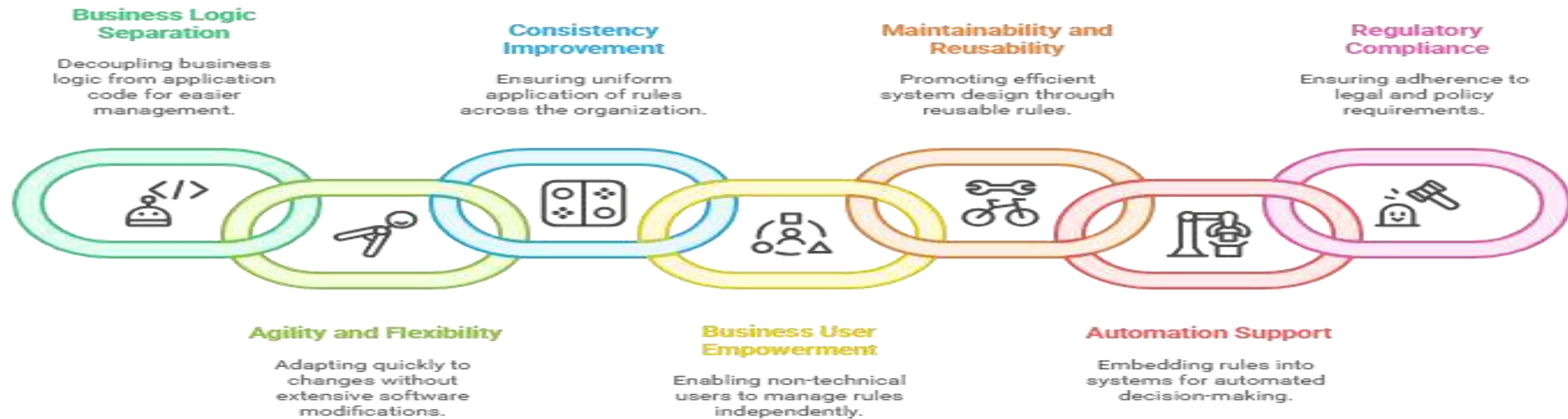
UNIT 3

The Business Rules Approach

The Business Rules Approach (BRA) is a modern methodology used in systems design and Business Intelligence (BI) to separate business logic (rules) from the application code. It focuses on defining, managing, and executing rules that guide business behavior, decisions, and processes. This approach allows businesses to respond quickly to change, improve accuracy, and enhance overall agility.

Objectives of the Business Rules Approach:

Objectives of Business Rules Approach



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The Business Rules Approach

Advantages of the Business Rules Approach:

1. Flexibility and Agility:

Business rules are stored separately from the application logic, making it easy to modify them without rewriting or redeploying the entire system. This allows organizations to respond quickly to market changes, customer needs, or policy updates.

2. Improved Consistency and Accuracy:

By defining business rules centrally, organizations can ensure that the same logic is applied across different departments and systems. This reduces the risk of conflicting decisions and ensures uniformity in operations.

3. Empowerment of Business Users:

Since business rules are written in a non-technical, user-friendly language, even non-programmers like managers or analysts can define, update, and manage rules without depending on IT support.

4. Better Maintainability and Reusability:

Rules defined once can be reused across multiple processes or systems. This minimizes duplication, reduces maintenance effort, and simplifies future enhancements.

5. Enhanced Automation and Decision-Making:

Rules can be integrated into workflows and BI tools to automate decisions (e.g., credit approval, discount eligibility). This leads to faster processing and improved operational efficiency.

6. Compliance and Auditability:

Well-documented rules make it easier to comply with legal regulations and conduct audits. The system can show exactly which rule was applied, when, and under what conditions.

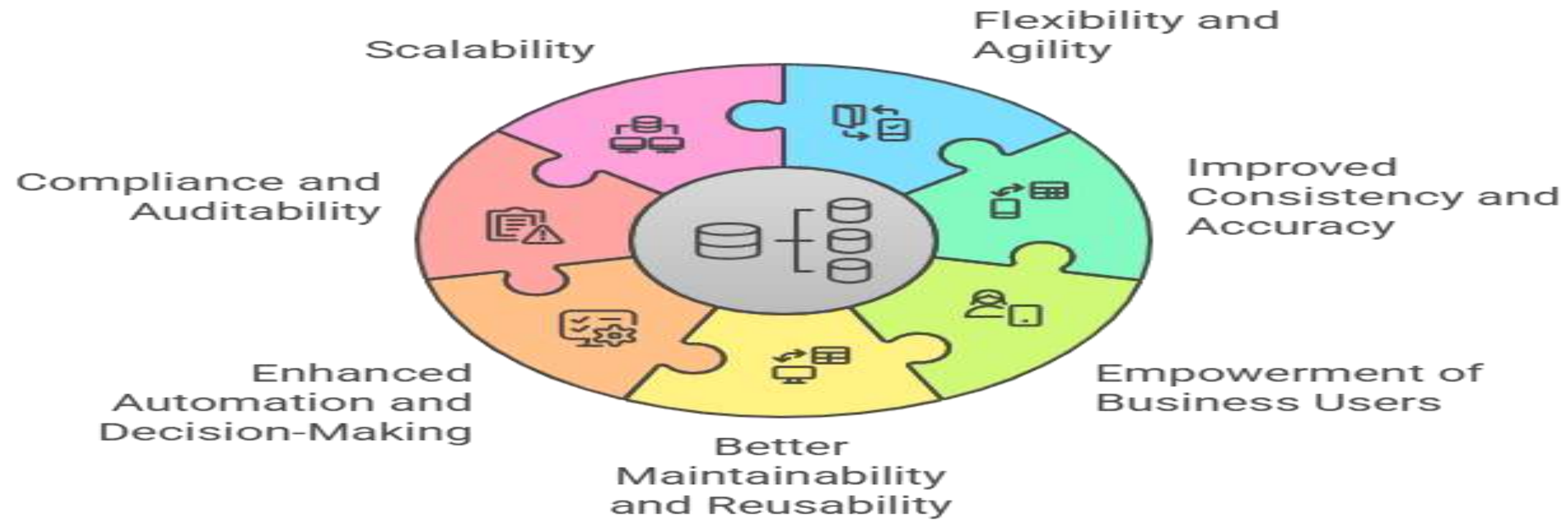
7. Scalability:

The approach supports large-scale enterprise systems by separating logic from code, making it easier to scale and adapt across multiple business units.

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The Business Rules Approach

Benefits of Business Rules Approach



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Disadvantages of the Business Rules Approach:

1. Complexity in Rule Management:

In large systems, managing thousands of business rules can become complex and may require a sophisticated Business Rules Management System (BRMS), adding to infrastructure cost.

2. Initial Setup Time and Cost:

Implementing the Business Rules Approach requires planning, training, and investment in tools or platforms. The upfront cost and effort can be significant, especially for small businesses.

3. Rule Conflicts and Redundancy:

If not carefully managed, rules may contradict each other or become redundant, leading to confusion and unexpected system behavior.

4. Performance Overhead:

In systems with large rule sets, executing rules dynamically can affect system performance, especially if the rules are very complex or not optimized.

5. Need for Governance and Documentation:

Without proper governance and documentation, the rules may become outdated or misused. There must be a structured process to review, validate, and approve rule changes.

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