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Flat—Thomas Friedman 16

Business Driven Technology

The Apple case offers a business example of how a company can use technology to gain a competitive advantage (such as Apple did with its iPod) Let your students know that you will be addressing the opening case throughout the text as the opening case questions are found at the end of each Chapter in the Unit
UNIT ONE OPENING CASE - Additional Case Information Apple-Merging Technology ...

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Unit 2 opening case study 1. Since the Beginning of time, man has been using pictures and images to communicate, moving from caverman drawings to *hieroglyphicsto the internet. Today, it is easier than ever to paint a picture worth 100,000 words, thanks to technological advances. The Primary Advantages are data bases and data warehouses that capture Enormous amount of data. Info means ...

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Paige also teaches online at Strayer University. She is the

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coauthor of several books, including Business Driven Technology, Essentials of Business Driven Information Systems, I-Series, and a contributor to Management Information Systems for the Information Age.

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Business Driven Technology- Questions. Question 1: (50 marks-500 words) A business process is a standardized set of activities that accomplish a specific task, such as processing a customer's order. Business processes transform a set of inputs into a set of outputs (goods or services) for another person or process by using people and tools.

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Chapter 1, Business Driven Technology functional areas - also

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called functional silos. Each functional area undertakes a specific core business function; each functional area is interdependent:

1. accounting
2. finance
3. human resources
4. sales
5. marketing
6. operations management/production management: includes transportation/logistics
7. management information systems
8. information ...

Notes (Chapters 1-3) - Chapter 1 Business Driven Technology...

Review Opening Case, "E-espionage," in Unit 5, "Transforming Organizations," of Business Driven Technology. Review the "Mobile Workforce Trends," section in Ch. 16, "Integrating Wireless Technology in Business," of Business Driven Technology. Review Business Plug-In B6, "Information Security," of Business Driven Technology.

CMGT 556 Week 6 Individual Assignment Security Threats

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Business Driven Information Systems discusses various business initiatives first and how the technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs.

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