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Apple—Merging Technology, Business, and Entertainment 3 Introduction
6 CHAPTER 1: BUSINESS DRIVEN TECHNOLOGY 7 Competing in the
Information Age 7 Data 8 Information 9 Business Intelligence 10
Knowledge 11 The Challenge: Departmental Companies 12 The Solution:
Management Information Systems 13 Chapter 1 Case: The World Is
Flat—Thomas Friedman 16

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Opening Case Questions 1. Define the three primary types of decision-making systems, and explain how a customer of Actionly might use them to find business intelligence. 2. Describe the difference between transactional and analytical information, and determine which types Actionly uses to create a customer's digital dashboard.

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While you cannot ensure success of any kind of business without proper IT infrastructure in it, we also know that innovation in technology is driven by the need for it in business. I would put this question to rest by saying that we must be able to leverage one to better enable the other.

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Business Driven Technology- Questions. Question 1: (50 marks-500 wards) 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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Driven Technology, Business Driven Information Systems and M: Information Systems) discuss various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices.

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Baltzan, P. et al., Business Driven Technology, Fourth Edition (New York, NY: McGraw-Hill, 2010) Hardcover ISBN 0073376795. [But ... Unit 5 opening case using the posted questions. * Finally, review the "Unit 5 - Discussion Hints and Summary". Then, go back to the discussion forums for this unit and read your peers postings. ...

Course Information: ISM 3011

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, Business, and Entertainment Peter Burrows, a writer for BusinessWeek, offers a great discussion with ...

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