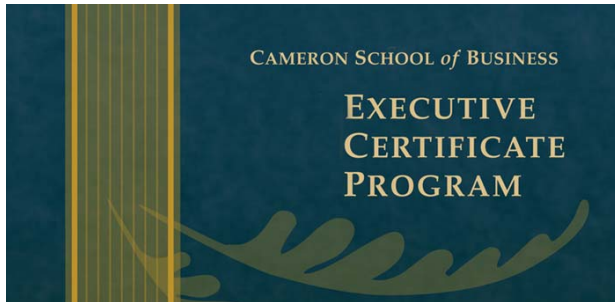


Technology in Business - Module Overview

Technology in Business is rapidly expanding. Some organizations embrace technology and take advantage of IT (Information Technology) to move their organization forward while others use just the 'basic tools'. This module will provide participants the knowledge and skill sets to better use technology in their organizations. There are three key focuses to this segment. First participants will be updated on the 'terminology' of IT. The focus is not only the understanding of the basic terminology (CRM, ERP, Data Mining, Supply Chain etc) but how these technologies may be employed within a firm. The second focus is the understanding of the key skills when managing or working on an IT project team within your organization. The final focus is how IT may be used to help firms achieve a competitive and strategic advantage.

Technology in Business - Learning Objectives

- Understand how organizations are utilizing IT to help improve productivity and increase revenues
- Become knowledgeable of key terminology terms and their effective use within organizations
- Gain knowledge of where IT fits into an organization
- Learn how to justify IT investments to management. Focuses on tangible as well as intangible benefits.
- Gain the knowledge to think of IT as a strategic resource within your organization
- Become aware of data privacy and security issues. What is your organization's responsibility when dealing with customer and employee data.



Technology in Business - Module Topics

- How IT (Information Technology) is used across a business
- Basic IT terminology for non IT professionals
- IT architecture and services to the organization
- Utilizing IT to increase productivity and increase revenues
- Understanding and measuring IT values and returns
- Building a strategy to utilize IT for competitive advantage
- Privacy and security concerns
- Working with and managing an IT project team