

## UNITS

**1. Achieving Business Success**

- Chapter 1: Business Driven Technology
- Chapter 2: Identifying Competitive Advantages
- Chapter 3: Strategic Initiatives for Implementing Competitive Advantages
- Chapter 4: Measuring the Success of Strategic Initiatives
- Chapter 5: Organizational Structures That Support Strategic Initiatives

**2. Exploring Business Intelligence**

- Chapter 6: Valuing and Storing Organizational Information—Databases
- Chapter 7: Accessing Organizational Information—Data Warehouses
- Chapter 8: Understanding Data's Impact on Business

**3. Streamlining Business Operations**

- Chapter 9: Enabling the Organization—Decision Making
- Chapter 10: Extending the Organization—Supply Chain Management
- Chapter 11: Building a Customer-Centric Organization—Customer Relationship Management
- Chapter 12: Integrating the Organization from End to End—Enterprise Resource Planning

**4. Building Innovation**

- Chapter 13: Creating Innovative Organizations
- Chapter 14: Ebusiness
- Chapter 15: Creating Collaborative Partnerships

**5. Transforming Organizations**

- Chapter 16: Integrating Wireless Technology in Business
- Chapter 17: Developing Software to Streamline Operations
- Chapter 18: Managing Organizational Projects

## BUSINESS PLUG-INS

B1	Business Basics	B6	Information Security
B2	Business Process	B7	Ethics
B3	Hardware and Software Basics	B8	Sustainable MIS Infrastructures
B4	MIS Infrastructures	B9	Business Intelligence
B5	Networks and Telecommunications	B10	Global Trends

## TECHNOLOGY PLUG-INS

T1	Personal Productivity Using IT	T5	Designing Database Applications
T2	Basic Skills Using Excel	T6	Basic Skills Using Access
T3	Problem Solving Using Excel	T7	Problem Solving Using Access
T4	Decision Making Using Excel	T8	Decision Making Using Access
Apply Your Knowledge Projects		Glossary	
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