

EMB 1046: Business Tech. Optimization 1

The relationship between business models, processes, computing and communications technology will be examined through lectures, in-class discussions, group projects, presentations and mini-cases. Topics covered: emerging collaborative business models, technology integration, business technology management best practices, technology organizations and technology people management. Learning objectives include: knowledge about predominant business models and processes, the range of available data, applications and communications technology, and business technology management best practices including TCO and ROI modeling, business case development and project/portfolio management. This is Part 1 of a two-part course.

Credits: 3.0