

Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact h

Existing and Special Topics Course

Course: IFMG 300 Information Systems: Theory and Practice (Section 801)

Instructor of Record: Dr. Louise Burky phone: 357-7785 e-mail: lbburky@iup.edu

Step One: Attach signed Budget Approval Form to this form.

Step Two: Department or its Curriculum Committee

The committee has reviewed the proposal to offer the above course using distance education technology, and responds to the CBA criteria as follows:

- 1. Will a qualified instructor teach the course? Yes No
- 2. Will the technology serve as a suitable substitute for the traditional classroom? Yes No
- 3. Are there suitable opportunities for interaction between the instructor and student? Yes No
- 4. a. Will there be suitable methods used to evaluate student achievement? Yes No
- b. Have reasonable efforts been made to insure the integrity of evaluation methods (academic honesty) Yes No

5. Recommendation:

Positive (The objectives of the course can be met via distance education.)

Negative

Louise B. Burky 1/30/01
signature of department designee date

If positive recommendation, immediately forward copies of this form and attached materials to the Provost and the Liberal Studies Office for consideration by the University-Wide Undergraduate Curriculum Committee. Dual-level courses also require review by Graduate Committee for graduate-level offering. Send information copies to 1) the college curriculum committee, 2) dean of the college, and 3) Dean of the School of Continuing Education.

Step Three: UNIVERSITY-WIDE UNDERGRADUATE CURRICULUM COMMITTEE

Positive recommendation

Negative recommendation

Gail S. Sechrist 12/17/01
signature of committee chair date

Forward this form to the Provost within 24 calendar days after receipt by committee.

Step Four: Provost

Approved as distance education course

Rejected as distance education course

Mark Sargent 12/17/01
signature of Provost date

Step Five:

Forward materials to Dean of the School of Continuing Education.

DISTANCE EDUCATION JUSTIFICATION
IFMG 300 – 801
Dr. Louise B. Burky

1. Will a qualified instructor teach the course?

Yes. Dr. Burky has 20 cumulative years of teaching, and seven years teaching this content. She has attended several WEB/CT training sessions on campus and as many at major conferences. In the future, additional instructors teaching this course may be included, since the course has multiple sections.

2. Will the technology serve as a suitable substitute for the traditional classroom?

Yes. The text material used in the regular classroom has been provided under a special ISBN number by Prentice Hall. Students will use this material as well as that from the publishers regular website to complete assignments. In addition, the instructor will provided extensive course content modules and exercises via WEB/CT.

3. Are there suitable opportunities for interaction between the instructor and students?

Yes. Threaded discussions in class groups, class and instructor response to presentation of materials, e-mail within WEB/CT, and twice weekly “batched” answers to questions. In addition there will be a weekly “consultation “ hour in my office for anyone desiring to use it.

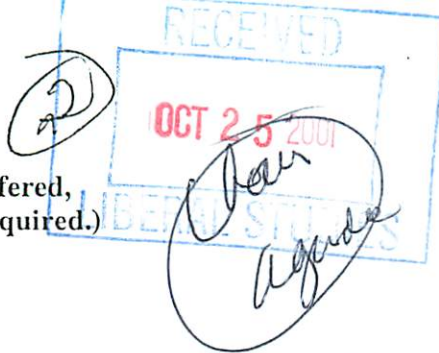
4 (A). Will there be suitable methods used to evaluate student achievements?

Yes. These will be online quizzes, presentations, and group discussion exercises. Two tests and the final will be given in the classroom in the conventional manner.

4 (B). Have reasonable efforts been made to insure the integrity of evaluation methods (Academic honesty)?

Yes. WEB/CT is a secure password-protected environment. The combination of timed online quizzes, online work and comment, and conventional tests will yield convergent validity in this respect.

01-37a



Budget Approval Form

(Each semester a distance education course is offered, prior budget approval of the sponsoring dean is required.)

Distance Education Course

Course and Section: IFMG 300 806 for Semester: Spring Year: 2002

Instructor of Record: Dr. Louise Burky phone: 357-7785 e-mail: lbburky@iup.edu

 Initial scheduling as a distance education course

Check all that apply:

Base compensation: on-load overload Article 27

Other required payments: preparation compensation remote site fee(s)
 remote site student fee(s) travel reimbursement and Article 40 stipend

Other costs: video transmission marketing

OR

 Subsequent scheduling as a distance education course

Check all that apply:

Base compensation: on-load overload Article 27

Other required payments: course revision compensation (three years after course initially taught)

 remote site fee(s) remote site student fee(s)

 travel reimbursement and Article 40 stipend

 Budget Approval

 Funds are available in my college to subsidize the above costs for this course.

 Enrollment of is required to cover the costs of this course.

 Other _____

Dean: R. Cary 10/17/01
signature (budget approval) date

Faculty member: Louise B. Burky 10/21/01
signature date

For the initial scheduling, attach this signed form to the Review/Approval Form.
For subsequent scheduling, send signed form to the Dean of the School of Continuing Education, who will advise the Registrar to add the course to the schedule.

INDIANA UNIVERSITY OF PENNSYLVANIA
EBERLY COLLEGE OF BUSINESS & INFORMATION TECHNOLOGY

IFMG 300/801- Spring 2002
Information Systems: Theory and Practice

Dr. Louise B. Burky
203-A Eberly
Office: 357-7785
E-Mail: Through WEB/CT only

Office Hours:	Monday	12:00 – 1:00
	Tuesday	11:00 – 1:00
	Wednesday	By appt. or stop by
	Thursday	11:00 - 1:00

REQUIRED TEXT:

This is a special edition of the text below for use with WEB/CT. ISBN # 013-074-1078. It is available in the campus bookstore.

Laudon, Kenneth C. and Laudon, Jane P. Management Information Systems: Organizations and Technology, 7th edition, Prentice Hall, 1999. WEBSITE: www.prenhall.com/MyPhlip

Optional: Plasticized study guides on Win98, 2000 and/or Internet, if you need them.

PREREQUISITES: Beginning with the SUMMER 2000 term, there will be absolute enforcement of every prerequisite for the coursework in the Eberly College of Business and Information Technology. This means that students cannot postpone prerequisites and take them after the course in question. The Dean's office is responsible for monitoring course prerequisites. Students who manage to register for coursework in spite of the fact that they do not have the appropriate prerequisite will be subject to unilateral withdrawal after the course has commenced. At that time, no appeal will be accepted and adding a different class after the official registration period will not be approved.

CATALOG DESCRIPTION: Includes basic MIS concepts, fundamentals, and practices. Broad areas of coverage are the computer as a problem-solving tool, Computer-Based Information Systems (CBIS), organizational information systems, and Information Systems Management. (Replaced IM 241 in Eberly College of Business core, effective Fall, 1992).

COURSE OBJECTIVES: The primary objective of this course is to integrate MIS "Theory" with standard managerial practice, while simultaneously introducing the student to contemporary IS practice and literature. This integration results in a three pronged approach that includes foundations, technology and managerial considerations. Specifically, at the end of this course the student will be able to:

Describe the importance of data and information as business assets in the modern competitive environment, describing its implementation through the concept of Information Resource Management, especially in the global environment

Describe and discuss how information systems support managers in the organizational decision processes, including ethical and legal issues.

Identify the hardware, software and telecommunication components of various types of systems that facilitate data organization and transfer.

Identify issues related to the use of artificial intelligence and group systems in the business environment.

COURSE METHODOLOGY: This distance ed. course will be conducted entirely within the WEB/CT environment, except for the three major tests. A combination of threaded discussions, collaborative learning through group presentations, and weekly timed online quizzes will provide multiple means for content reinforcement. A work schedule in calendar format will be posted online.

PRESENTATIONS: Beginning in the third week of class individual/groups will begin presentation of key points in the Chapter for that week. These will be due in uploaded format by Tuesday noon, the class will comment to the presenting group by Thursday noon, and the instructor will comment by Saturday noon. Each presentation must be at least three pages in length, and incorporate material from at least one website per person provided in the text materials.

CLASS COMMUNICATION: All class communication will occur within the WEB/CT environment. Presentation groups will communicate with each other, and then with the instructor through the "presentation folder". Individual students may communicate with the instructor through the WEB/CT e-mail facility **ONLY**. No other e-mail is acceptable. Content questions will be "batched" and answered twice weekly to the entire class. Administrative type questions can be answered either individually or to the class as appropriate.

MyPhilip.com: All study materials are found on the general website and the I: drive in Eberly. The Laudon website contains sample test questions of the type used in quizzes and tests.

"ATTENDANCE": Students will be expected to have completed the WEB/CT student learner's guide at www.WEB/CT.com. There will be a required afternoon or evening session at the beginning of the term. This enables distribution and explanation of one long handout, and demonstration of the WEC/CT facility for those students unfamiliar. Thereafter, two major tests and the final will require personal attendance to assure academic honesty. A variety of times can be arranged. These will be determined during the first meeting.

"Attendance" at your group online sessions is mandatory. If a group member does not participate in the group adequately the group, by vote, may reduce the persons grade by 10% for that assignment. Similarly, the entire class can do likewise. Theoretically, at least, a student who systematically avoids all online participation, could damage themselves a great deal.

COURSE EVALUATION: Your final grade will be determined by the percentage of the total points you accumulate during the term. Everything counts even if only a small amount. The usual letter grades will then be applied at the end of the course. There may be a sliding grade scale at the end of the term in the student's favor. It will be determined at that time. Grades during the term will be online through WEB/CT.

WEIGHTING:		POINTS
Tests	50%	150, 150, 200
Classwork & Presentations	30%	300
Quizzes	20 %	200

Letter Grade Conversion: A = 90% B = 80% C = 70% D = 60% F = < 60%

PLANNED WORK SCHEDULE

NOTE: All demonstration cases and Windows on Technology should be read along with the accompanying chapter of the text. Additional content modules will be on line, and will be included in tests.

DATE	TOPICS	READINGS
Week 1	Syllabus and WEB/CT tutorial Managing the Digital Firm - Why Technology/Information Systems? - Contemporary Approaches - New role of IS in Organizations - Learning to use IS	Ch. 1
Week 2	Systems in the Enterprise - Key Applications - Functional Perspective - Integrating Functions and Processes	Ch. 2
Week 3	IS, Organizations, Management, Strategy - Organizations and IS - Changing role of IS in organizations - Managers, Decision Making and IS - IS and Strategy	Ch. 3
Week 4	Electronic Commerce and Electronic Business - Electronic Commerce - Electronic Business - Electronic Business and the Digital Firm - Management Challenges and Opportunities	Ch. 4
Week 5	Managing Hardware Assets - Hardware and Technology Infrastructure - I/O, Storage Technology - Categories of Computers, Systems - Managing Hardware Asset	Ch. 5
TEST I , CHAPTERS 1 – 5		
Week 6	Managing Software Assets - What is it? - System Software - Application Software - Contemporary Development tools - Managing Software Assets	Ch. 6
Week 7	Managing Data Resources - Data Organization - The Database Approach - Database Environment - Database Trends	Ch. 7

Week 8	<p>Telecommunications and Networks</p> <ul style="list-style-type: none"> - Components and Functions - Networks -Electronic Commerce Technologies 	Ch. 8
Week 9	<p>Technology Infrastructure: Internet/Web</p> <ul style="list-style-type: none"> -The IT infrastructure and the Digital Firm -Internet Infrastructure - WWW - Support Technologies - Challenges Management <p>TEST II Chapters 6 - 9</p>	Ch. 9
Week 10	<p>Organization Redesign with IS</p> <ul style="list-style-type: none"> - Planned Change - Business Process Reengineering/TQM - Analysis and Design Development - Alternative Methodologies 	Ch. 10
Week 11	<p>Test Review</p> <ul style="list-style-type: none"> -Bs. Value of Systems and Change - Implementation/ Risk and Design - Cognitive foundations for Artificial Intelligence 	Ch . 11 sec. 11.2 and 11.3
Week 12	<p>Knowledge workers and Artificial Intelligence</p> <ul style="list-style-type: none"> - Knowledge Management - Knowledge work Systems - Artificial intelligence - Other intelligent techniques 	Ch.12
Week 13	<p>Ethical an Social Impact of Information Systems</p> <ul style="list-style-type: none"> - Understanding the Issues - Ethics in the Information Society - Moral Dimensions of information Systems 	Ch.15
Week 14	<p>Security and Control in the Global Environment</p> <ul style="list-style-type: none"> - Vulnerability and Abuse 	Ch. 14

Reading List

- Blodgett, Mindy. (1998, February 15). Hi, Technology! CIO Magazine, http://www.cio.com/archive/021598_cope_content.html
- Davenport, Tom. (1994, September 5). Coming Soon: The CKO. CMP Media, Inc., TechWeb. <http://www.techweb.cmp.com/iw/509/cko.htm>
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- Hunton, James E. (1996, Fall). Involving Information System Users in Defining System Requirements: The influence of procedural justice perceptions on user attitudes and performance. Decision Sciences, Vol. 27, No. 4, p. 647-652.
- Ives, Blake, Senior Editor. (1992, December). Transformed Information Systems Management. MIS Quarterly, Vol. 16, No. 4, Editors Comment. <http://www.misq.org/archivist/vol/no16/issue4/edstat.html>
- Littman, Jonathan. (1997, September 18). Hacker shocker: Project reveals breaches galore. The Zonet News Channel. <http://www.zdnet.com/zdnn/content/zdnn/0918/zdnn0010.html>
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- Malhotra, Yogesh. (1998) Abstract: Toward a Knowledge Ecology for Organizational White-Waters (Keynote Presentation for the Knowledge Ecology Fair 98). <http://www.brint.com/newswire.htm#stories>
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<http://www.controllermag.com/issues/Oct96/Dataware.html>
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- Okerson, Ann. (1996, July). Who Owns Digital Works? Scientific American.
<http://www.sciam.com/0796issue/0796okerson.html>
- Pisano, Gary P. (1994). Knowledge, Integration, and the Locus of Learning: An Empirical Analysis of Process Development. Harvard Business School Working Paper.
http://www.hbs.edu/units/tom/working_papers/knowledge.html
- Pool, Robert. (1997, July). When Failure is not an Option. Excerpt from Beyond Engineering: A New Way of Thinking About Technology, Oxford University Press.
<http://web.mit.edu/afs/athena/org/...view/www/articles/july97/pool.html>
- Sauter, Vicki & _____. (no date). Why General Managers Need to Understand Information Systems. <http://www.umsl.edu/~lacity/whymis.html>
- Sifonis, John G. and Goldberg, Beverly. (1997, March 24). Strategic Management -- Changing Role of the CIO -- As technology becomes central to business, the CIO becomes a key mover in the ranks of upper management. CMP Media, Inc., TechWeb, Issue: 623; Section: Trends.
<http://www.techweb.com/se/directlink.cgi?IWK19970324s0043>
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- Stein, Tom. (1997, December 22). Federal Site Drops SAP. Information Week, p. 36.
- Sullivan, Michael. (1998, January). Reshaping the Drug Discovery Environment. Today's Chemist at Work, p. 11-15.
- Wagner, Suzanne C., Chaudhury, A., Rao, H. Raghav, and Sanders, G. Lawrence. (no date). A Workflow Approach to Information Systems Development.
<http://hsb.baylor.edu/ramsower/acis/papers/wagner.htm>

Empowering the User (no author, date, periodical, etc.)

**SAMPLE ACTIVITIES FOR DISTANCE ED.
IFMG 300 – 801**

CHAPTER 1

1. Read the chapter and case at the end. Answer the case questions incorporating chapter content in your answers.
2. Find related material to the additional content module on one of the websites given and e-mail three major points, in comprehensible form to all your classmates.
3. Begin building a “knowledge base” of web materials related to course concepts.

c h a p t e r

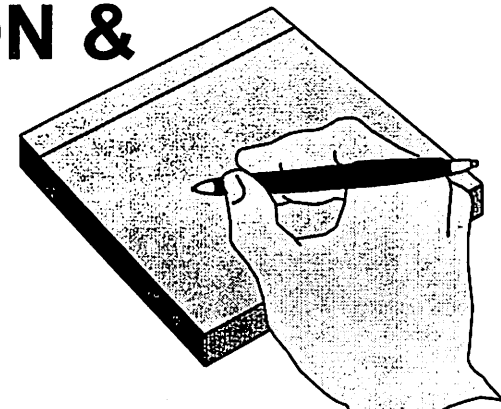
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MANAGING THE DIGITAL FIRM

LEARNING OBJECTIVES

- **ANALYZE ROLE OF INFORMATION SYSTEMS IN BUSINESS ENVIRONMENT**
- **DEFINE INFORMATION SYSTEM, COMPUTER LITERACY, INFORMATION SYSTEMS LITERACY**
- **EXPLAIN HOW INFORMATION SYSTEMS TRANSFORM ORGANIZATION & MANAGEMENT**

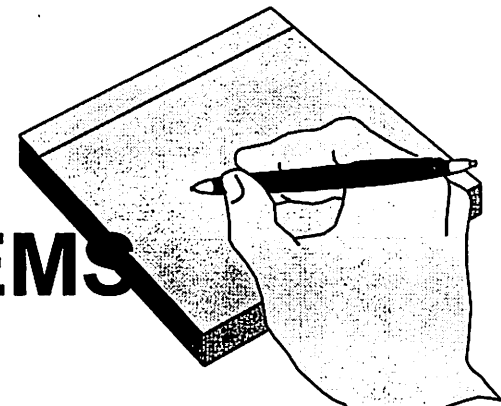
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LEARNING OBJECTIVES

- **ASSESS DIGITAL FIRM,
ELECTRONIC COMMERCE,
ELECTRONIC BUSINESS, INTERNET
TECHNOLOGY**
- **IDENTIFY MANAGEMENT
CHALLENGES TO
BUILDING, USING
INFORMATION SYSTEMS**

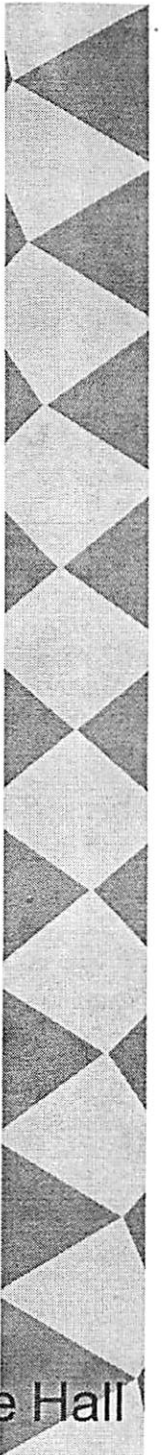


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MANAGEMENT CHALLENGES

- **WHY INFORMATION SYSTEMS?**
- **CONTEMPORARY APPROACHES TO INFORMATION SYSTEMS**
- **ROLE OF INFORMATION SYSTEMS**
- **USING INFORMATION SYSTEMS**

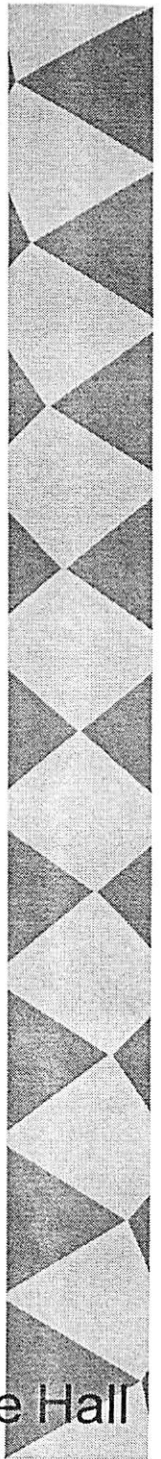
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MANAGEMENT CHALLENGES

- 1. DESIGN COMPETITIVE & EFFICIENT SYSTEMS**
- 2. UNDERSTAND SYSTEM REQUIREMENTS OF GLOBAL BUSINESS ENVIRONMENT**
- 3. CREATE INFORMATION ARCHITECTURE THAT SUPPORTS ORGANIZATION'S GOALS**

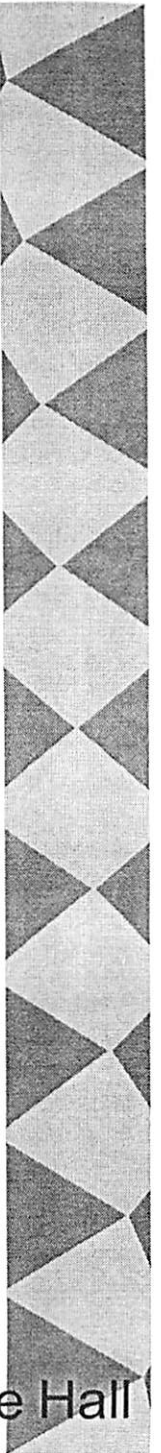
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MANAGEMENT CHALLENGES

- 4. DETERMINE BUSINESS VALUE OF INFORMATION SYSTEMS**
- 5. DESIGN SYSTEMS PEOPLE CAN CONTROL, UNDERSTAND & USE IN A SOCIALLY, ETHICALLY RESPONSIBLE MANNER**

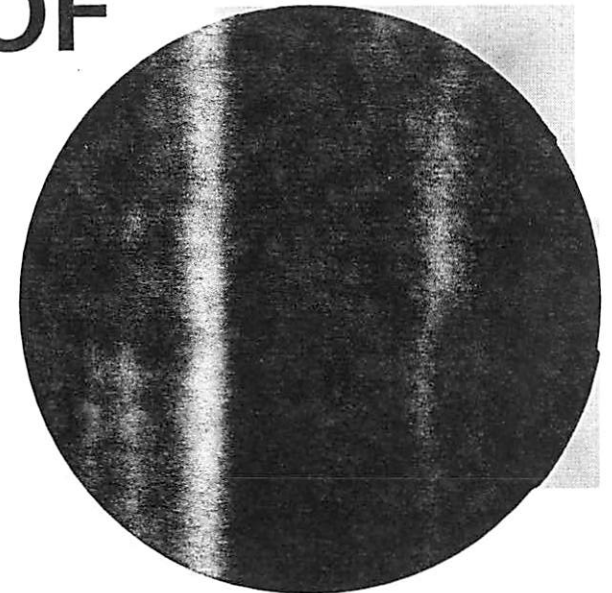
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THE CHANGING BUSINESS ENVIRONMENT

- **GLOBALIZATION**
- **INDUSTRIAL ECONOMIES**
- **TRANSFORMATION OF THE ENTERPRISE**

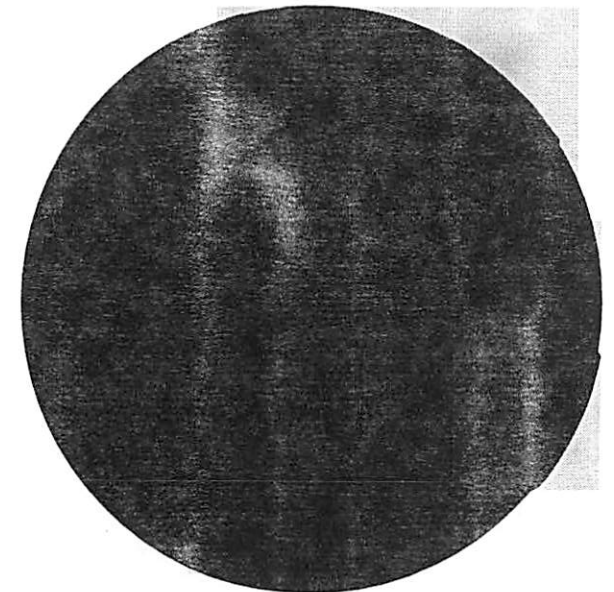
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GLOBALIZATION

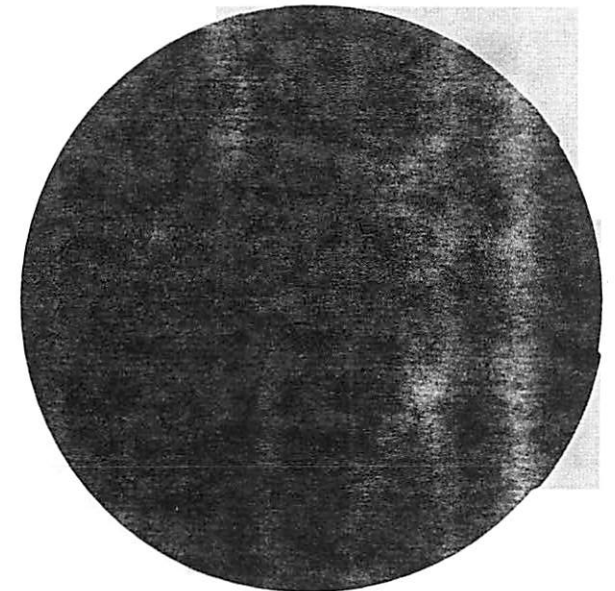
- **MANAGEMENT & CONTROL**
- **COMPETITION IN WORLD MARKETS**
- **GLOBAL WORK GROUPS**
- **GLOBAL DELIVERY SYSTEMS**

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INDUSTRIAL ECONOMIES

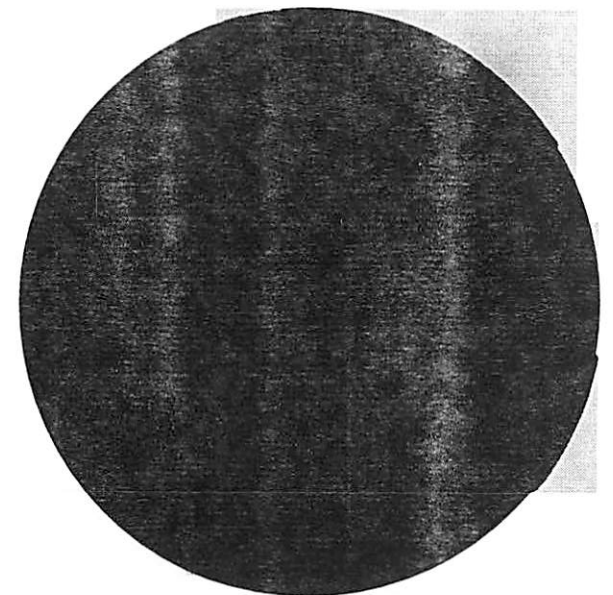
- **KNOWLEDGE-BASED ECONOMIES**
- **PRODUCTIVITY**
- **NEW PRODUCTS & SERVICES**
- **KNOWLEDGE AS AN ASSET**
- **TIME-BASED COMPETITION**
- **SHORTER PRODUCT LIFE**
- **TURBULENT ENVIRONMENT**
- **LIMITED EMPLOYEE
KNOWLEDGE BASE**



TRANSFORMATION OF ENTERPRISE

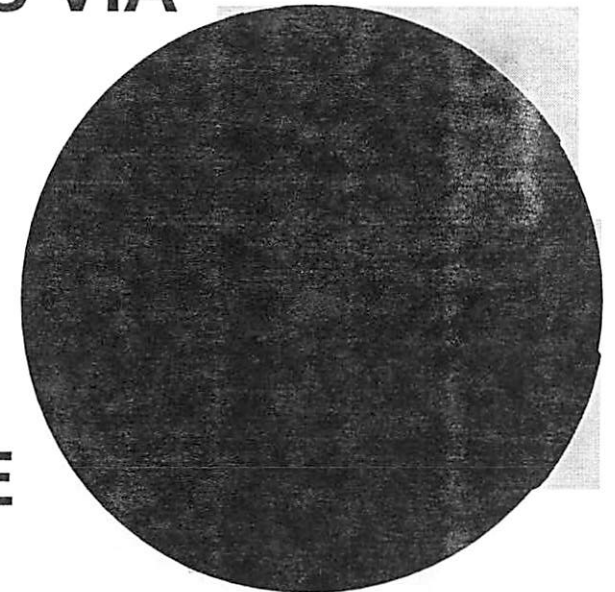
- **FLATTENING**
- **DECENTRALIZATION**
- **FLEXIBILITY**
- **LOCATION INDEPENDENCE**
- **LOW TRANSACTION COSTS**
- **EMPOWERMENT**
- **COLLABORATIVE WORK**

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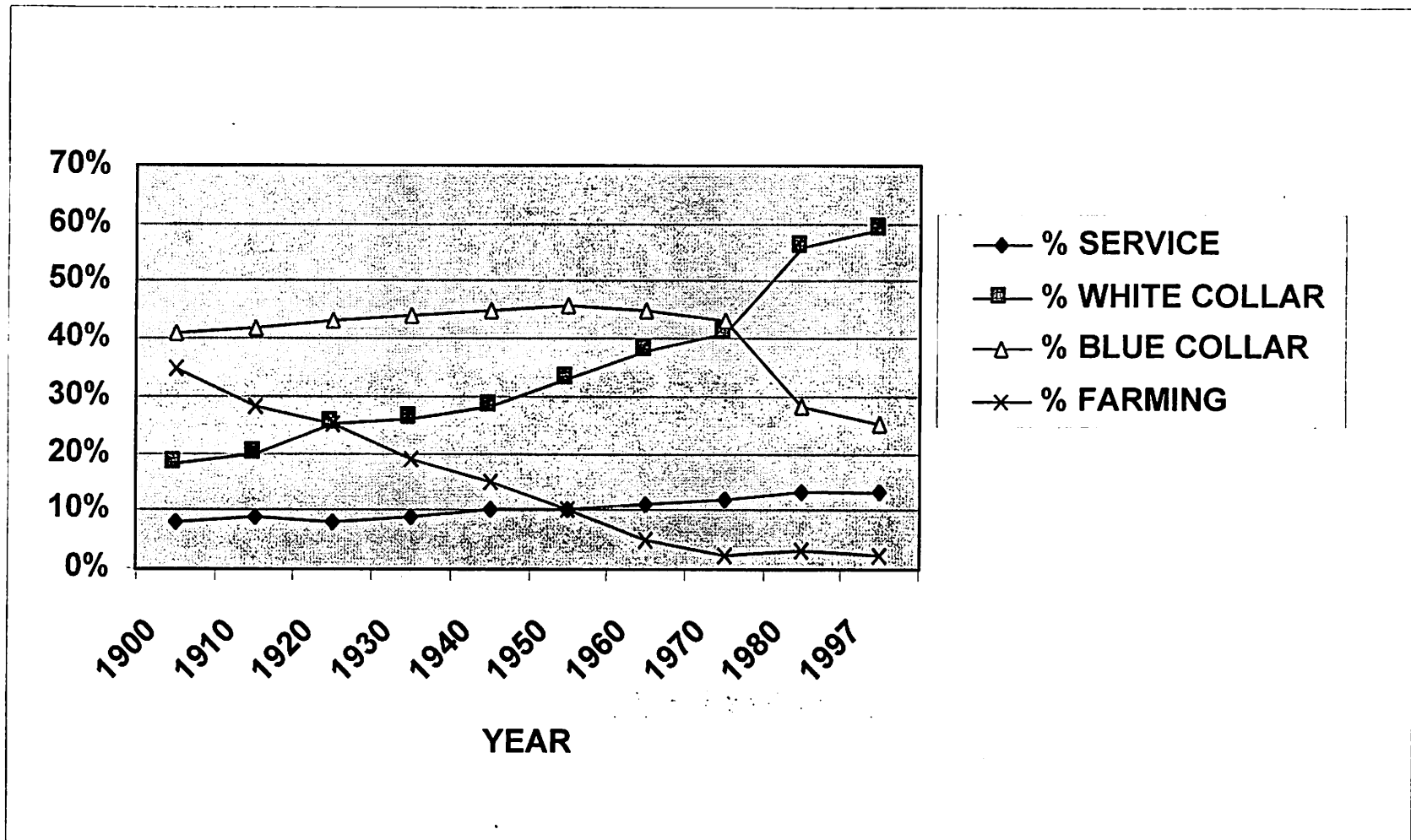
EMERGENCE OF THE DIGITAL FIRM

- **DIGITALLY-ENABLED RELATIONSHIPS
WITH CUSTOMERS, SUPPLIERS,
EMPLOYEES**
- **CORE BUSINESS PROCESSES VIA
DIGITAL NETWORKS**
- **DIGITAL MANAGEMENT OF
KEY ASSETS**
- **RAPID SENSING &
RESPONDING TO CHANGE**

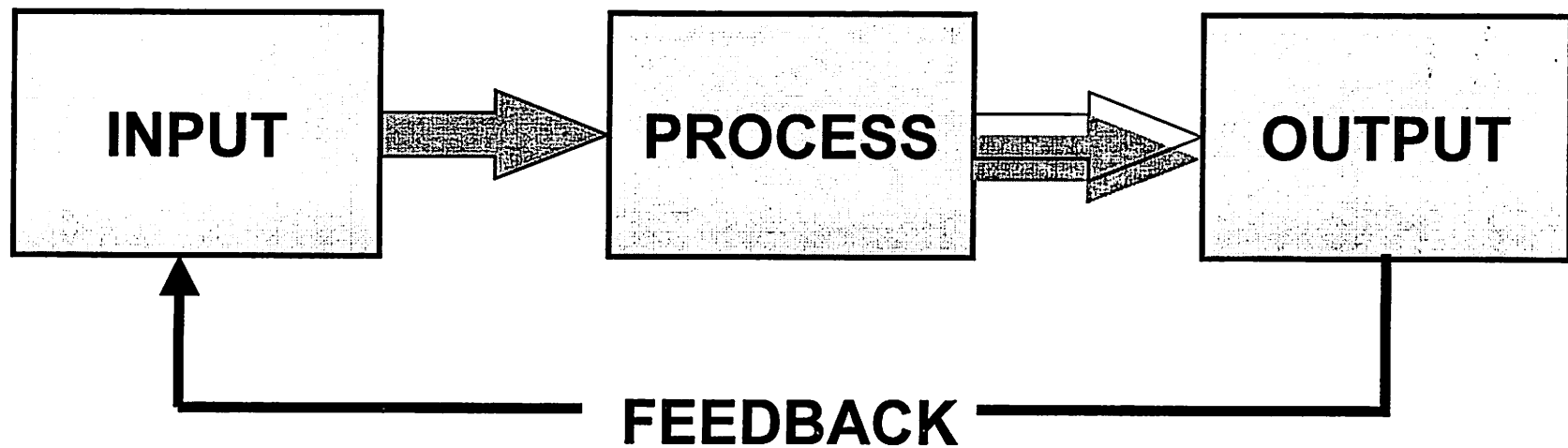


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LABOR FORCE COMPOSITION 1900-1997

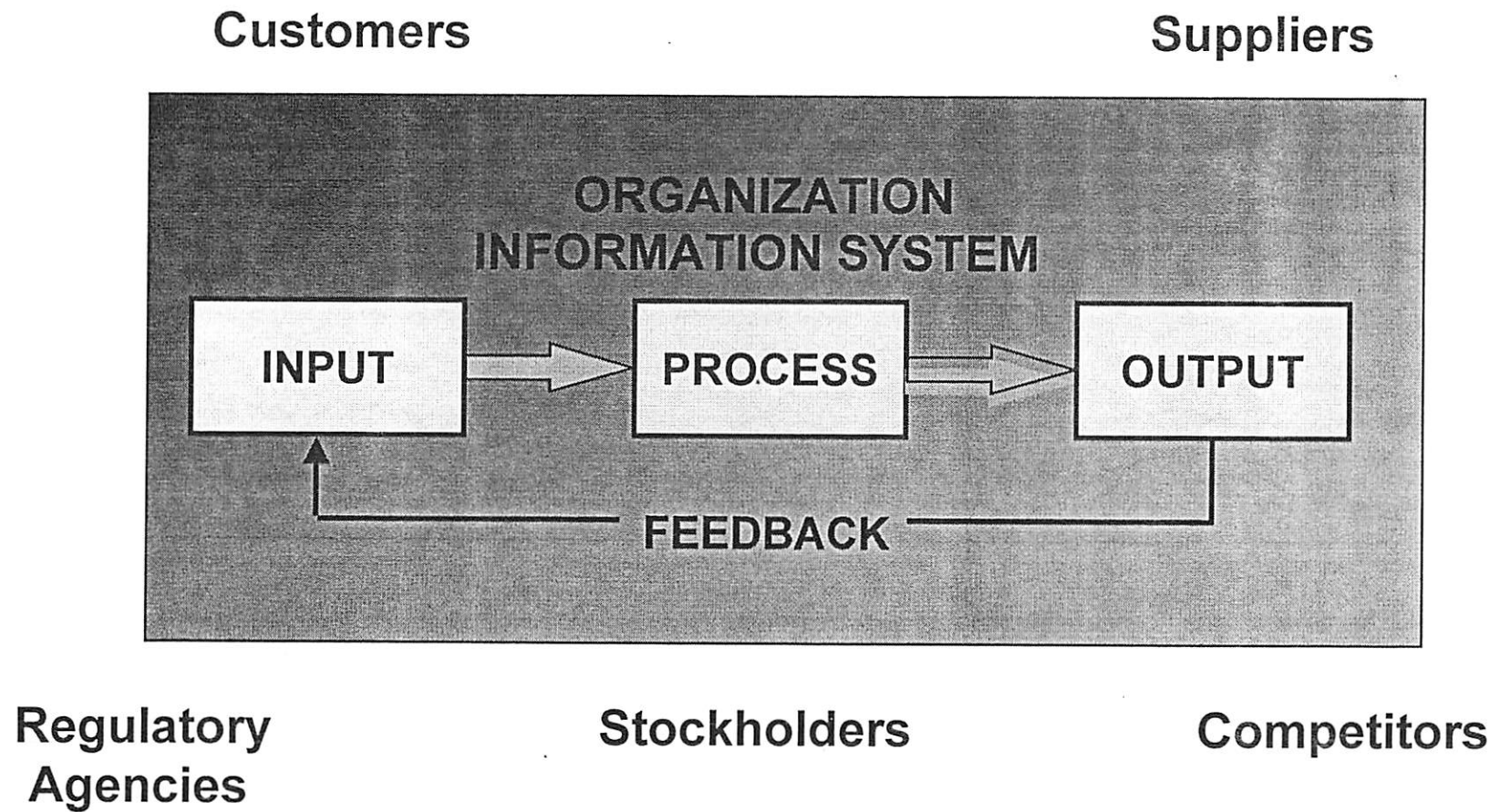


SYSTEM



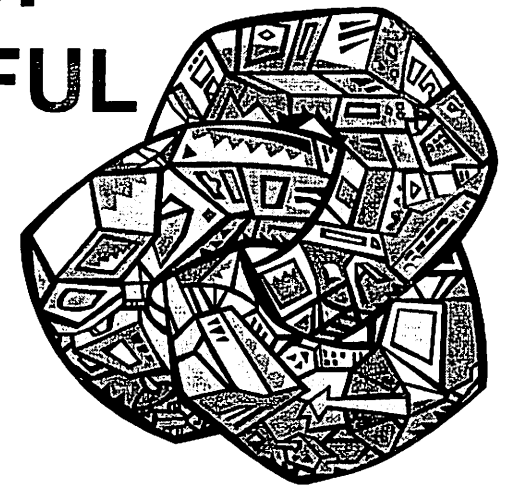
FUNCTIONS OF AN INFORMATION SYSTEM

ENVIRONMENT



DATA & INFORMATION

- **DATA: STREAMS OF RAW FACTS REPRESENTING EVENTS SUCH AS BUSINESS TRANSACTIONS**
- **INFORMATION: CLUSTERS OF FACTS MEANINGFUL & USEFUL TO HUMAN BEINGS IN PROCESSES SUCH AS MAKING DECISIONS**

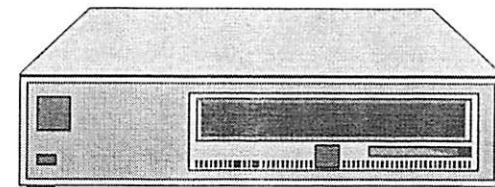


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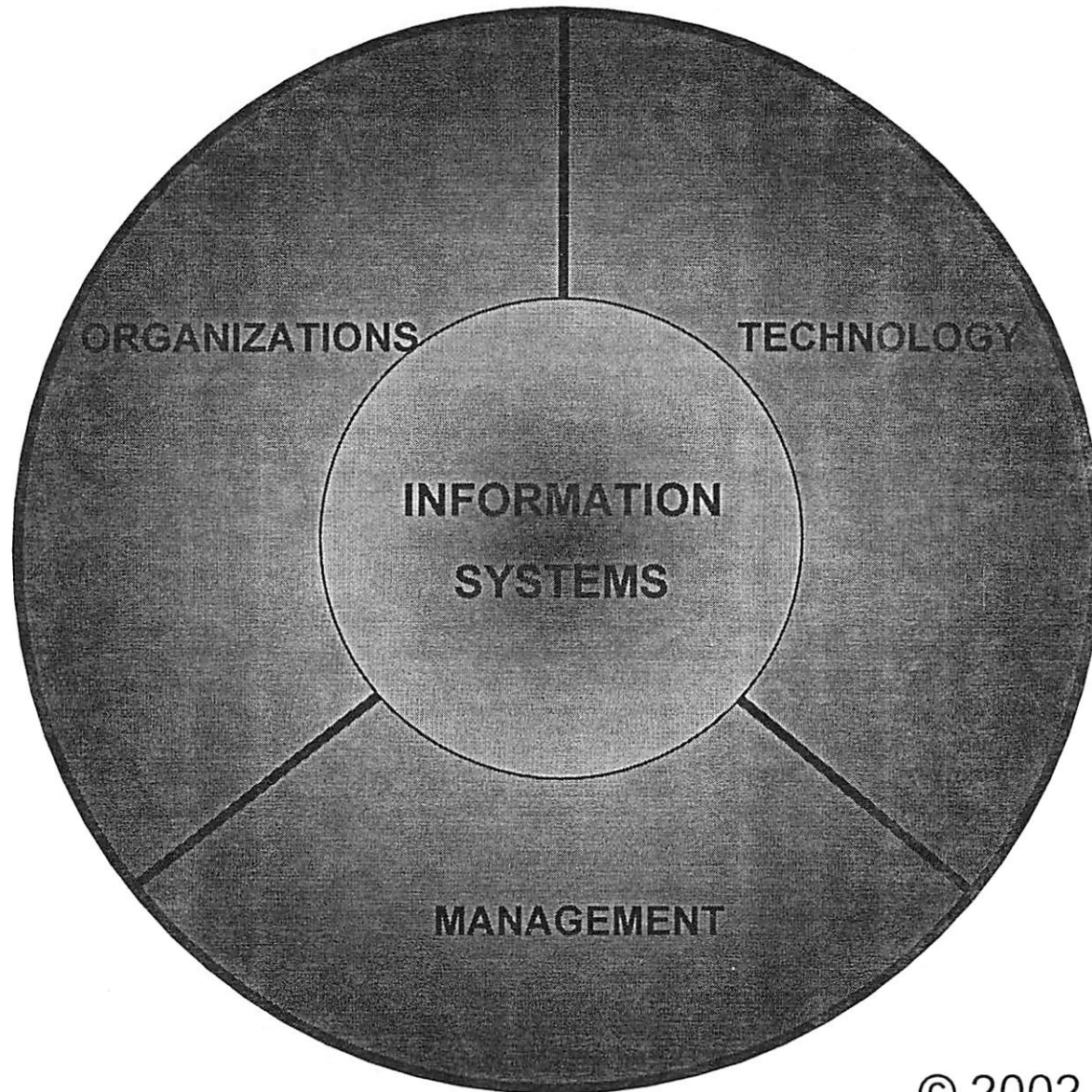
COMPUTER-BASED INFORMATION SYSTEMS (CBIS)

- **FORMAL SYSTEMS**
- **FIXED DEFINITIONS OF DATA,
PROCEDURES**
- **COLLECTING, STORING,
PROCESSING, DISSEMINATING,
USING DATA**

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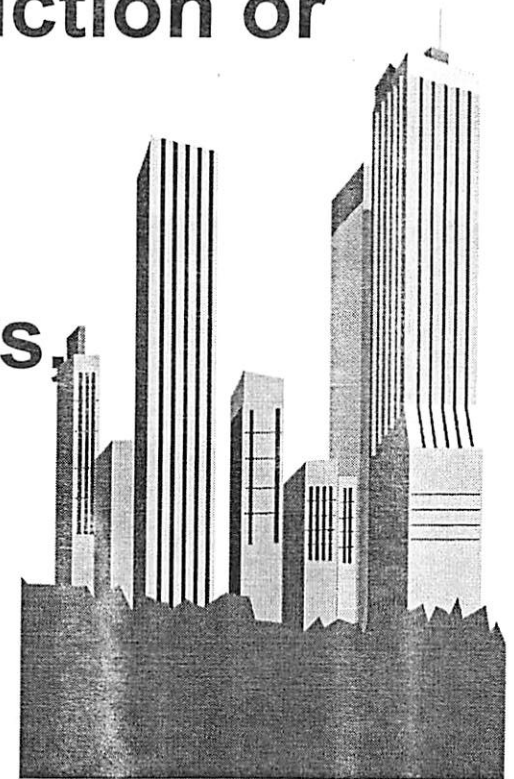
INFORMATION SYSTEMS



ORGANIZATIONS

- **PEOPLE:** Managers, knowledge workers, data workers, production or service workers
- **STRUCTURE:** Organization chart, groups of specialists, products, geography

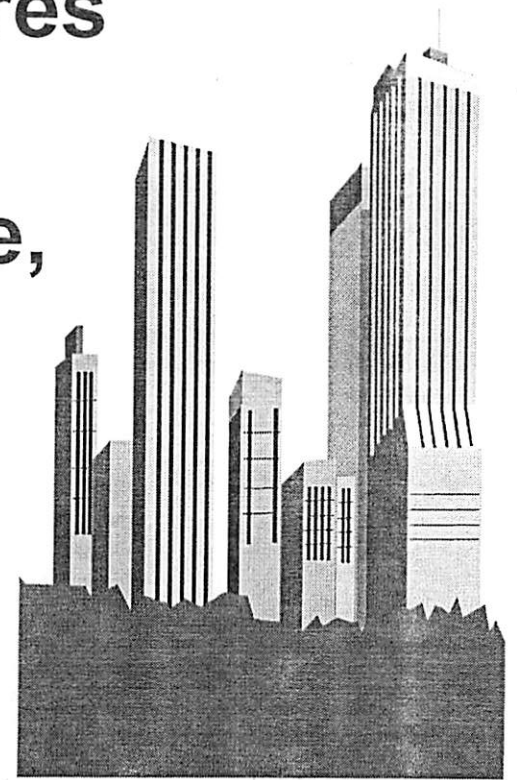
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ORGANIZATIONS

- **OPERATING PROCEDURES:**
Standard Operating Procedures (SOP), rules for action
- **POLITICS:** Power to persuade, get things done
- **CULTURE:** Customs of behavior

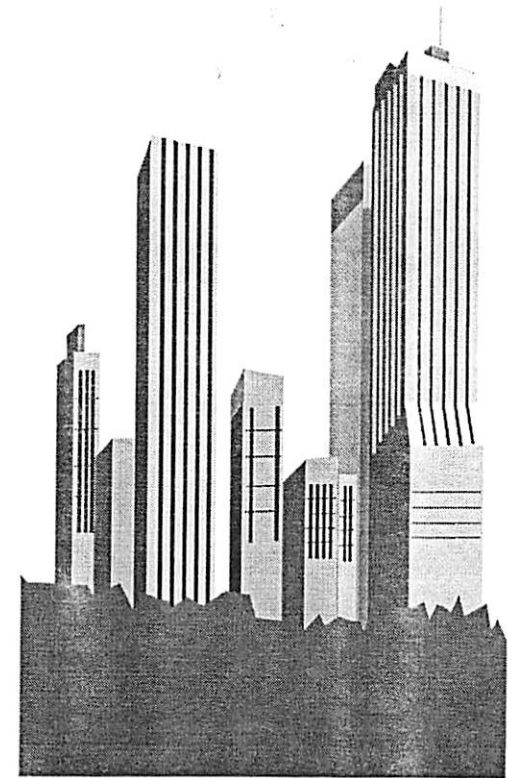
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MAJOR BUSINESS FUNCTIONS

- SALES & MARKETING
- MANUFACTURING
- FINANCE
- ACCOUNTING
- HUMAN RESOURCES

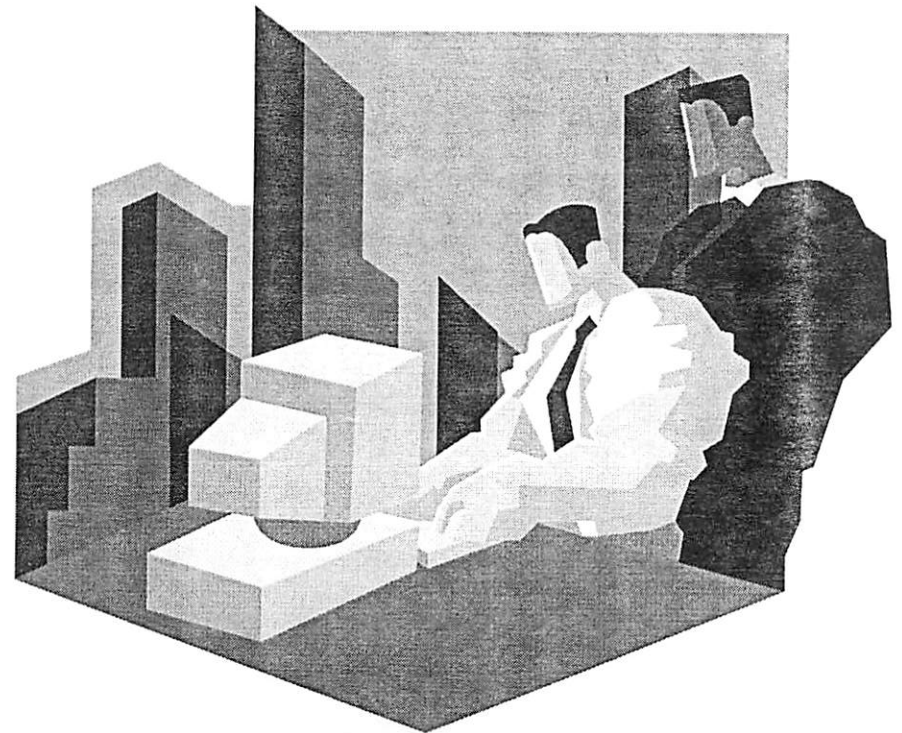
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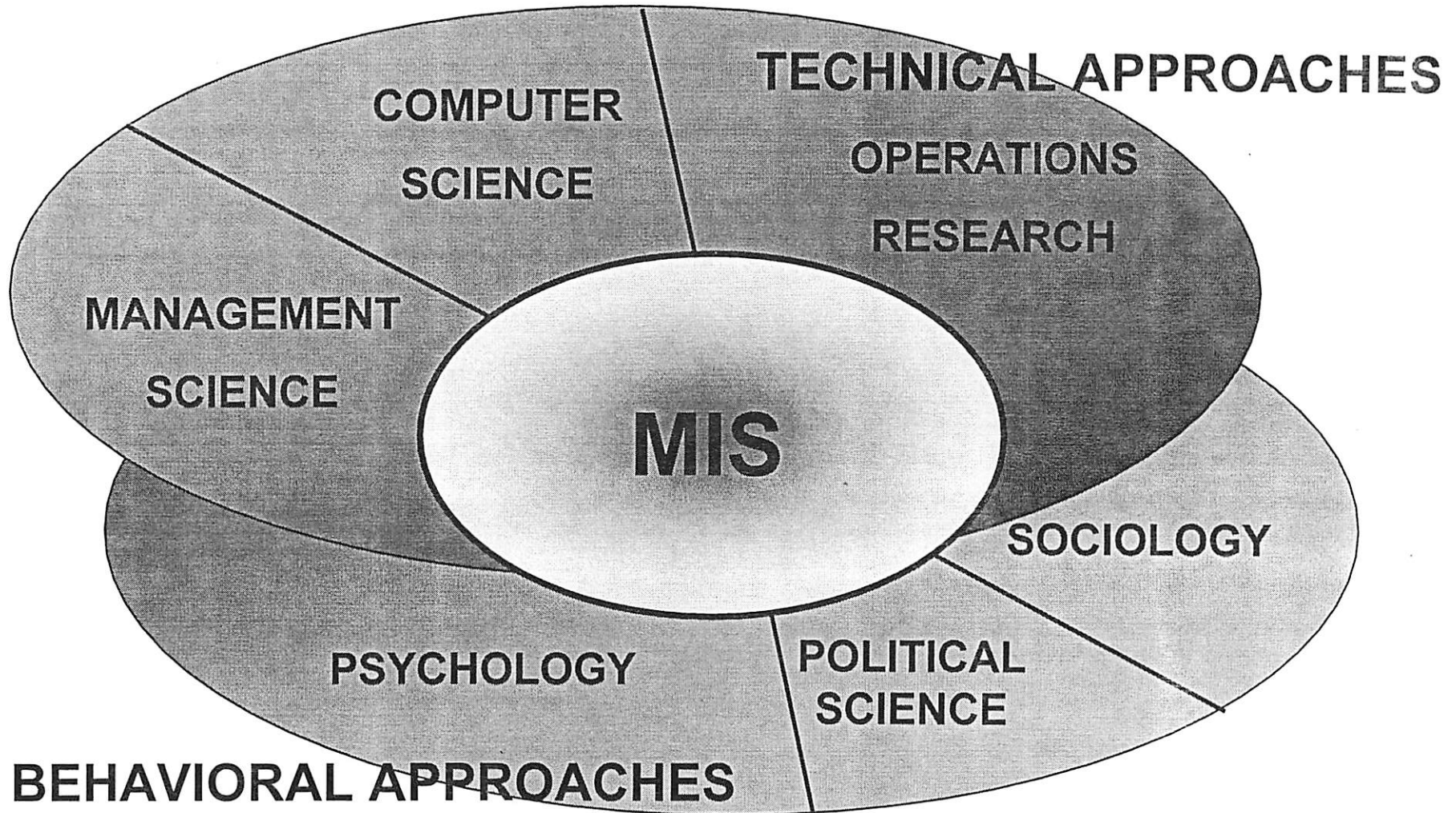
COMPUTER TECHNOLOGY

- **HARDWARE**
- **SOFTWARE**
- **STORAGE**
- **COMMUNICATIONS**
- **NETWORKS**

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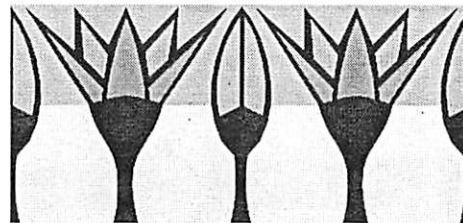


APPROACHES TO INFO SYSTEMS



SOCIOTECHNICAL PERSPECTIVE

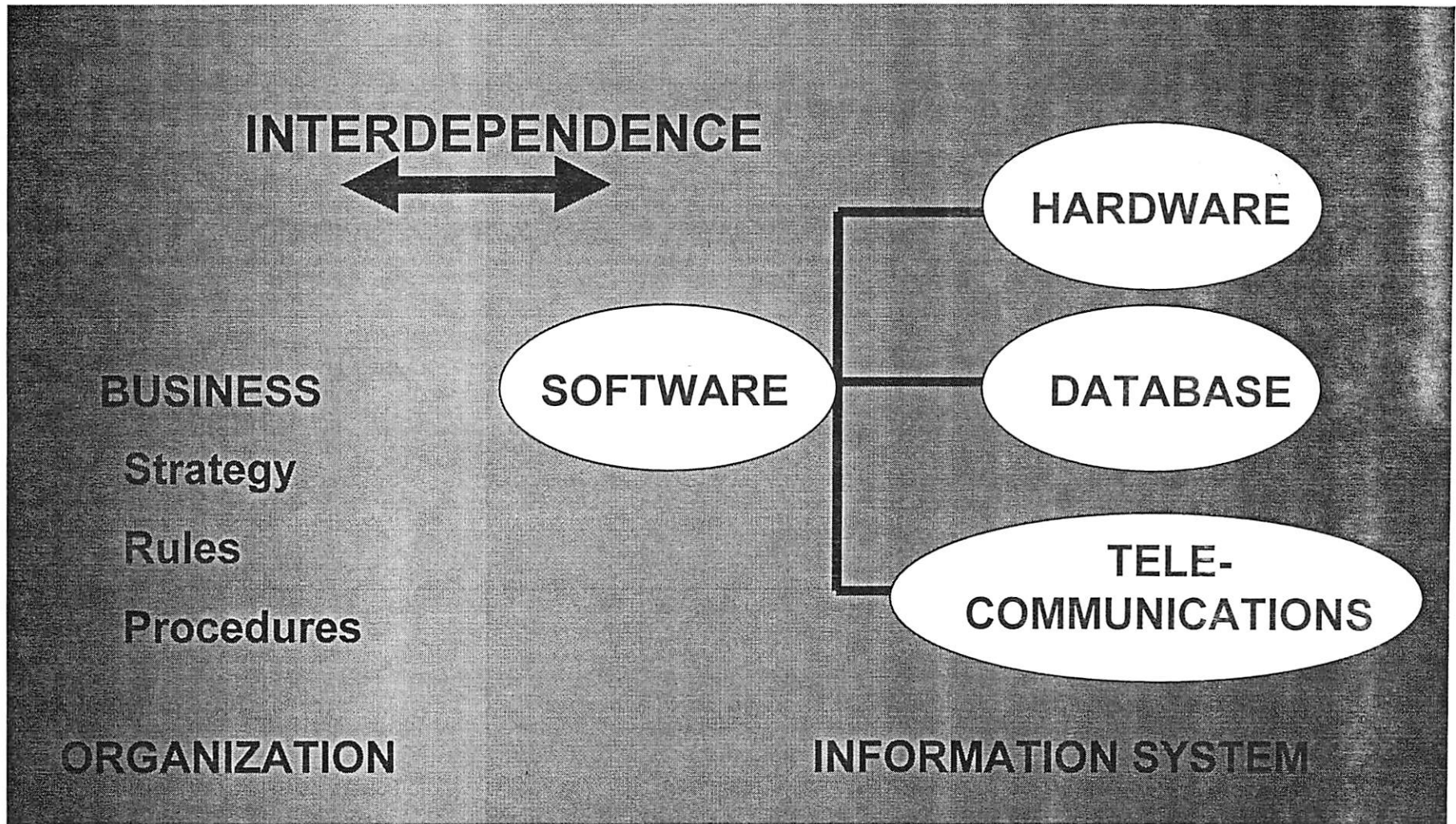
**OPTIMIZE SYSTEM PERFORMANCE:
TECHNOLOGY & ORGANIZATION
MUTUALLY ADJUST TO
ONE ANOTHER
UNTIL FIT IS SATISFACTORY**



SOURCE: Liker, et al, 1987

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SYSTEM INTERDEPENDENCE



SCOPE OF INFO SYSTEMS

- 1950s: TECHNICAL CHANGES
- 60s-70s: MANAGERIAL CONTROL
- 80s-90s: INSTITUTIONAL CORE ACTIVITIES

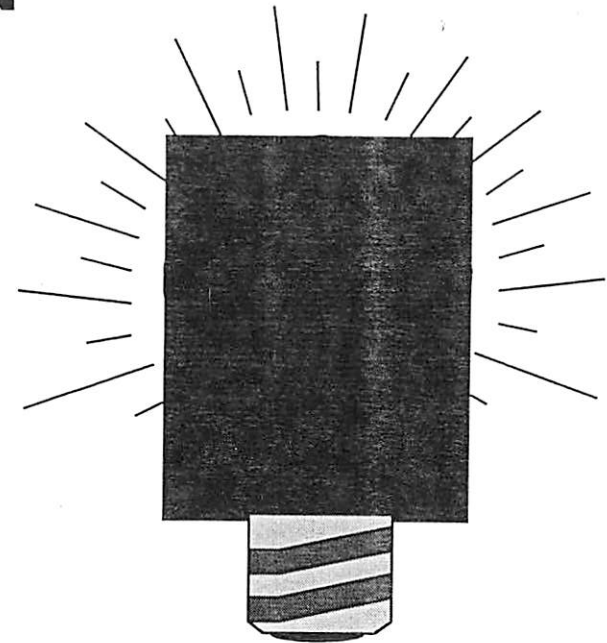
GROWING IMPORTANCE

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WHAT YOU CAN DO ON THE INTERNET

- **COMMUNICATE & COLLABORATE**
- **ACCESS INFORMATION**
- **DISCUSS**
- **OBTAIN INFORMATION**
- **ENTERTAIN**
- **TRANSACT BUSINESS**

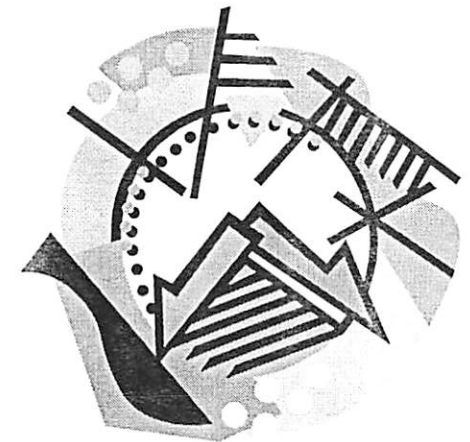
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NEW OPTIONS FOR ORGANIZATIONAL DESIGN

- **FLATTENING ORGANIZATIONS**
- **SEPARATING WORK FROM LOCATION**
- **REORGANIZING WORK-FLOWS**
- **INCREASING FLEXIBILITY**
- **REDEFINING ORGANIZATIONAL
BOUNDARIES**

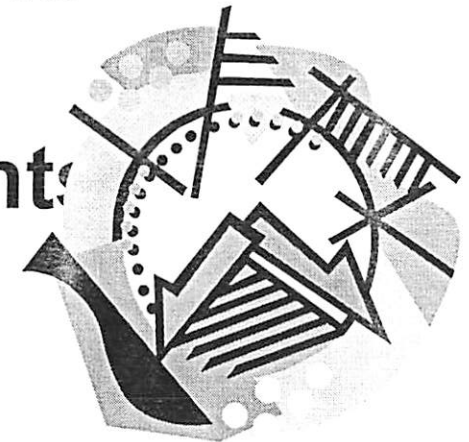
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THE DIGITAL FIRM

- **ELECTRONIC COMMERCE**
- **ELECTRONIC BUSINESS**
- **ELECTRONIC MARKET:** Information system links buyers & sellers to exchange information, products, services, payments

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ELECTRONIC COMMERCE

- **INTERNET LINKS BUYERS,
SELLERS**
- **LOWERS TRANSACTION COSTS**
- **GOODS & SERVICES
ADVERTISED, BOUGHT,
EXCHANGED WORLDWIDE**
- **BUSINESS-TO-BUSINESS
TRANSACTIONS INCREASING**



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ELECTRONIC BUSINESS

- **INTRANET: Business builds private, secure network**
- **E-MAIL, WEB DOCUMENTS, GROUP SOFTWARE: Extends effective communication & control**
- **EXTRANET: Extension of Intranet to authorized external users**



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**MANAGING THE
DIGITAL FIRM**