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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.

MIS540 week 4 Case Analysis Draft.docx - WEEK 4 TEAM CASE

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better enable the other.

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Business Driven Technology- Questions. Question 1: (50 marks-500 words) 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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(Business 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

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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
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