Transforming Business Education to Produce Global Managers

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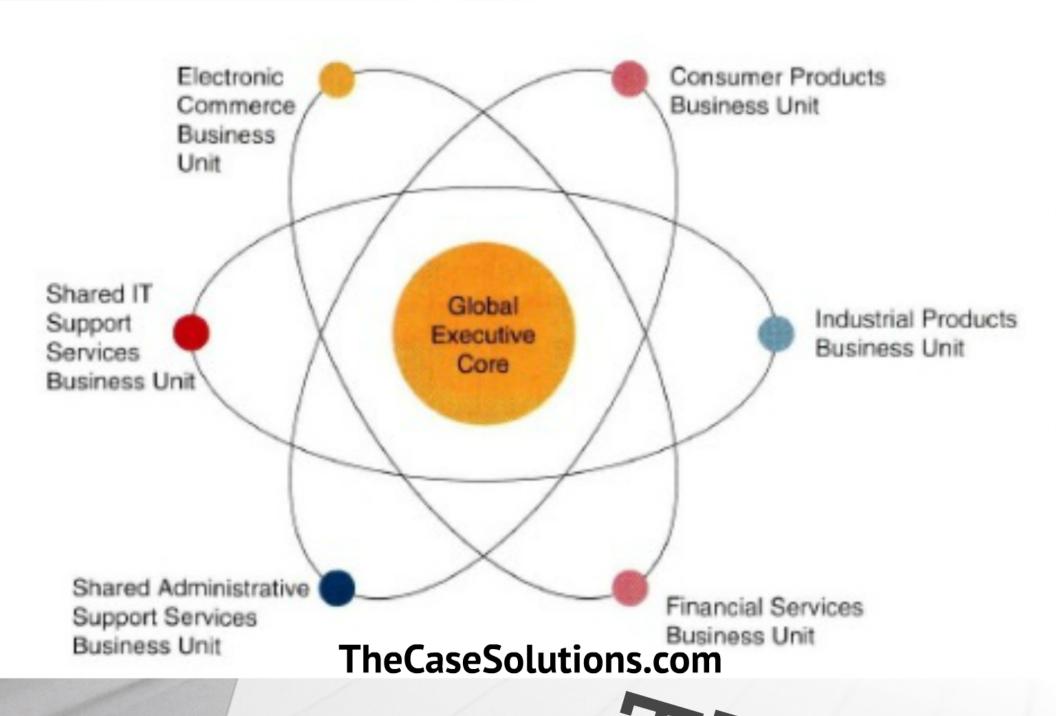
Business and IT

- The strategic and operational importance of information technology in business is no longer questions.
- As the 21st century unfolds, many companies throughout the world are intent on transforming themselves into global business powerhouses via major investments in global e-business, e-commerce, and other IT initiatives.
- Thus, there is a real need for business managers and professionals to understand how to manage this vital organizational function.

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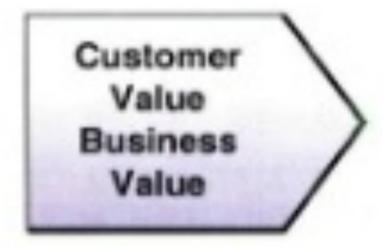
Managing Information Technology

Information technology is an essential component of business success for companies today. But information technology is also a **vital business resource that must be properly managed.** Managing the information systems and technologies that support he modern business processes of companies today is a major challenge for both business and IT managers and professionals.

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Electronic Commerce Business Unit

Consumer Products Business Unit

Shared IT Support Services Business Unit

Global Executive Core

Industrial Products Business Unit

Shared Administrative Support Services Business Unit

Financial Services Business Unit

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Business Developments

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- E-business and e-commerce transformation of business strategies and processes
- Agility, flexibility, and time compression of development, manufacturing, and delivery supply chain cycles
- Reengineering and cross-functional integration of business processes using Internet technologies
- Competitive advantage, total quality, and customer value focus

Customer Value Business Value

- Give customers what they want, when and how they want it, at the lowest cost
- Interenterprise coordination of manufacturing and business processes
- Effective distribution and channel partnerships
- Responsiveness and accountability to customers

Financial Services
Business Unit

- and processes
- Agility, flexibility, and time compression of development, manufacturing, and delivery supply chain cycles
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This figure illustrates the business/IT planning process, which focuses on discovering innovative approaches to satisfying a company's customer value and business value goals. This planning process leads to development of strategies and business models for new business applications, processes, products, and services. Then a company can develop IT strategies and an IT architecture that supports building and implementing their newly planning business applications Both the CEO and the CIO of a company must manage the development of complementary business and IT strategies to meet its customer value and business value vision. This co-adaptation process is necessary because as we have seen so often in this text, information technologies are a fast changing, but vital component in many strategic business initiatives.

Strategy Development

Developing e-business and e-commerce strategies that support a company's e-business vision, use information technology to create innovative e-business systems that focus on customer and business value.

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