Integrating Business with Technology

By completing the projects in this text, students will be able to demonstrate business knowledge, application software proficiency, and Internet skills. These projects can be used by instructors as learning assessment tools and by students as demonstrations of business, software, and problem-solving skills to future employers. Here are some of the skills and competencies students using this text will be able to demonstrate:

Business Application skills: Use of both business and software skills in real-world business applications. Demonstrates both business knowledge and proficiency in spreadsheet, database, and Web page creation tools.

Internet skills: Ability to use Internet tools to access information, conduct research, or perform online calculations and analysis.

Analytical, writing and presentation skills: Ability to research a specific topic, analyze a problem, think creatively, suggest a solution, and prepare a clear written or oral presentation of the solution, working either individually or with others in a group.

Business Application Skills

Business Skills	Software Skills	Chapter
Finance and Accounting		
Financial statement analysis	Spreadsheet charts	Chapter 2
	Spreadsheet formulas	Chapter 9
	Spreadsheet downloading and formatting	
Pricing hardware and software	Spreadsheet formulas	Chapter 4
Technology rent vs. buy decision	Spreadsheet formulas	Chapter 4
Total Cost of Ownership (TCO) Analysis		
Analyzing telecommunications services and costs	Spreadsheet formulas	Chapter 6
Risk assessment	Spreadsheet charts and formulas	Chapter 7
Human Resources		
Employee training and skills tracking	Database design	Chapter 11
	Database querying and reporting	
Manufacturing and Production		
Analyzing supplier performance and pricing	Spreadsheet date functions	Chapter 2
	Data filtering	
	Database functions	
Inventory management	Importing data into a database	Chapter 5
	Database querying and reporting	
Bill of materials cost sensitivity analysis	Spreadsheet data tables	Chapter 10
	Spreadsheet formulas	
Sales and Marketing		
Sales trend analysis	Database querying and reporting	Chapter 1
Customer reservation system	Database querying and reporting	Chapter 3
Customer sales analysis	Database design	
Marketing decisions	Spreadsheet pivot tables	Chapter 10
Customer profiling	Database design	Chapter 5
-	Database querying and reporting	•

Customer service analysis	Database design	Chapter 8
	Database querying and reporting	
Sales lead and customer analysis	Database design Database querying and reporting	Chapter 11
Web page design	Word processing, Web page creation,	Chapter 12

Internet Skills

Using online software tools for job hunting and career development	Chapter 1
Using online interactive mapping software to plan efficient transportation routes	Chapter 2
Researching product information Evaluating Web sites for auto sales	Chapter 3
Researching travel costs using online travel sites	Chapter 4
Searching online databases for products and services	Chapter 5
Using Web search engines for business research	Chapter 6
Researching and evaluating business outsourcing services	Chapter 7
Researching and evaluating supply chain management services	Chapter 8
Evaluating e-commerce hosting services	Chapter 9
Using shopping bots to compare product price, features, and availability	Chapter 10
Analyzing Web site design	Chapter 11
Using Internet newsgroups for marketing	Chapter 12

Analytical, Writing, and Presentation Skills

Business Problem	Chapter	
Management analysis of a business	Chapter 1	
Value chain and competitive forces analysis Business strategy formulation	Chapter 3	
Employee productivity analysis	Chapter 6	
Disaster recovery planning	Chapter 7	
Locating and evaluating suppliers	Chapter 8	
Developing an e-commerce strategy	Chapter 9	
Formulating a corporate privacy policy	Chapter 12	