

# EMB 1039: Value Creation through Technol

The course examines the relationship between business models and processes and computing and communications technology. Through lectures, in-class discussions, group projects and presentation, and min- and full cases, a variety of topics will be addressed, including emerging collaborative business models, technology integration, business technology management best practices, technology organizations and technology people management. The course is intended to ground students in opportunities for full business technology convergence. The learning objectives include knowledge about predominant business models and processes, the range of available data, applications and communications technology, business technology management best practices including total-cost-of-ownership (TCO) and return-on-investment (ROI) modeling, business case development and project management.

**Credits:** 3.0

**Program:** EMB (Executive MBA)