Business Driven Technology with Premium Content Card
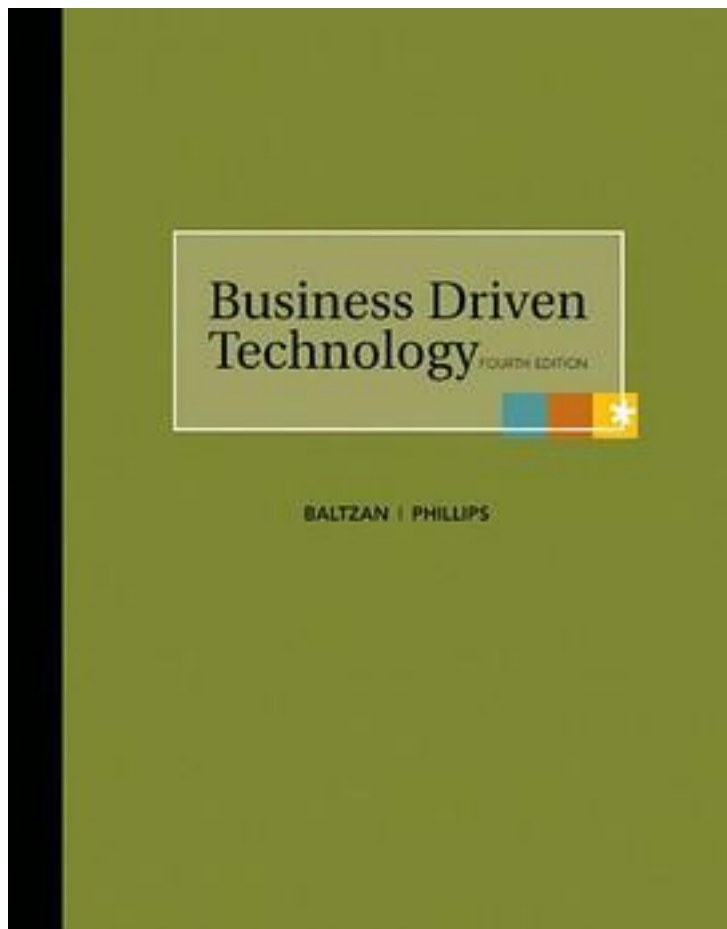
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"The Baltzan and Phillips approach in Business Driven Technology" discusses various business initiatives first and prolifically through the Business Plug-Ins, and how

technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. With 21 Business Plug Ins, instructors may customize the degree in which the business initiative is explored prior to the technology solution making those possible. This approach takes the difficult and often intangible MIS concepts, brings them down to the student's level, and applies them using a hands-on approach to reinforce the concepts. BDT provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. BDT is designed to give students the ability to understand how information technology can be a point of strength in an organization.

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