

LAB 4. Exercises on ERP

4.1 Achieving Operational Excellence and Customer Intimacy: Enterprise Applications

- **Watch the video clip:**
 - Software Startup Freshworks Not in a Rush to Raise Capital
 - Go to: <https://www.youtube.com/watch?v=IFrZGv1PEQ4>
- **Hands-on MIS projects:**
 - Read and complete the project 9-8 in the textbook (page 372)
 - Read and complete the project 9-9 in the textbook (page 372-373)
 - Read and complete the project 9-10 in the textbook (page 373)
 - Read and complete the project 9-11 in the textbook (page 373)

Textbook:

- Kenneth C. Laudon, Jane P. Laudon, Carol Guercio Traver - **Essentials of Management Information Systems**, 15th Edition, Pearson, 2024.