Chapter 9

This chapter covers the importance of the enterprise business system. Business unit and product integration are discussed as critical for large enterprises. New information that is entered by one process is made immediately available to a separate business process. ERP systems integrate the function of financial accounting, human resources, manufacturing and production, and sales and marketing processes. Enterprise systems provide value by increasing operational efficiency expanding real time information across the firm. Among other things, ERP systems help reduce redundancy, provide valuable information, and gives insight into employee training and quality. A firm’s supply chains and SCM systems are also discussed in detail.

Chapter 10

This chapter discussed e-commerce. “Social, mobile, local” are the key words for understanding this new e-commerce. E-commerce refers to the Internet and web to transact business. This began in 1995 when Netscape.com popularized digital ad campaigns. The Internet influences for than $2 trillion in retail commerce. It is the fastest growing form of commerce. Social-mobile-local marketing is outpacing traditional online marketing. The growth of use and power of mobile devices is helping drive this. Ubiquity, global reach, universal standards, richness, interactivity, information density, personalization/customization, and social technology have made the Internet and web unique in their ability to grow rapidly.