#### Chapter 3 - Business Process

- Business Process A standardized set of activities that accomplish a specific task, such as
  processing a customer's order
  - Four different areas of managing a business process which include: Accounting and Finance, Marketing and Sales, Operations Management, and Human Resources.
    - Accounting and Finance deals with creating financial statements, paying accounts payables, and collecting accounts receivable
    - Marketing and Sales deals with promoting discounts, communicating marketing campaigns, attracting customers, and processing sales.
    - Operations Management is in charge of ordering inventory, creating production schedules, and manufacturing goods.
    - Human resources hire employees for the company, enrolls employees in health care, and tracks vacation and sick times used by each employee.
- The Order-to-Delivery process goes:
  - Marketing → Sales → Operations Management → Accounting and Finance → Customer Service
- Customer Facing Process Results in a product or service that is received by an organization's external customer.
- Business Facing Process This is invisible to the external customer but essential to the
  effective management of the business.
- Business Process Reengineering The analysis and redesign of workflow within and between enterprises.
  - With this, a company can improve ways it travels the road by moving from foot to horse and then horse to car
  - Looks at taking a different path, such as an airplane which ignore the road completely
- Supply Chain Management (SCM) The management of information flows between and among activities in a supply chain to maximize total supply chain effectiveness and profitability.

# **It Essentials Midterm Study Guide**

**Richard Bailey** 

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