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**There Is a CIO in Your Business – 1**

**By S. Maurer**

There Is a CIO in Your Business – 1

The Chief Information Officer CIO is responsible for setting his company's technology direction and making sure it aligns with the company's business goals.

All roads lead to the Chief Information Officer CIO. It's a combination of breadth and depth, and part of that is enterprise visibility. The CEO and CFO have that from their own purviews, but they don't understand how work really gets done, how the business truly operates, the way CIOs do.

We won't dwell on the obvious: the rise in competitive pressures worldwide. But we're seeing the consequences of this in the continued campaign to cut costs and a shift in emphasis from revenue growth to profitable growth.

Companies have to deal with change. Technology is a critical component of that change. The Chief Information Officer CIO must have to be part of the process or it will pass you by.

Many organizations are embarking on a strategies that leverage globalization trends. The Chief Information Officer CIO is one of the few places in the organization where all of those things come together and where there's a view across the enterprise. These trends drive transformations that are enterprisewide and hugely dependent on technology for their success. The Chief Information Officer CIO is at the eye of the storm.

S. Maurer is a 53-years old college graduated IT professional, with 30 years of experience in the computer & technology fields. Now is the Correspondence Courses Director of

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and

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## **The New Ways To Do The Business: MBA or CIO?**

**By J.C.Melo**

The old and standard business administration concepts included in any current MBA program are very important, but today the companies are very different.

This new situation strong demands a new MBA program including the General Control Theory, the control engineering, the new business technologies, the Management by Exception concept automated by computer systems, the Feedback Control System and several other subjects like Internet Marketing & Sales.

As we know the CIO is the abbreviation of "Chief Information Officer" and is a new professional, usually between the CEO and the other Directors including the IT Director. He don't replace the IT Director, with the exception in small companies.

A CIO Chief Information Officer has entrepreneurial experience and at the same time technical experience in Information Technologies. The entrepreneur usually has only the entrepreneurial experience and the IT manager has only on technical matters. However business is more and more the information system and the information system is more and more the business.

The companies are more and more electronics, as for examples the ERP Enterprise Resources Planning, the CRM Customer Relationship Management, the Voice over IP VoIP, the sophisticated Call Centers, Business Intelligence BI, the Internet, the new Internet Marketing, etc. Therefore, to survive a modern business administrator must learn those new ways to do the business and how to manage those modern enterprises.

In other words, the current MBA will be substituted by a CIO in a very short period of time. And a recent report from the Association to Advance Collegiate Schools of Business, the primary accrediting body in North America lambasted its members for maintaining a curriculum that is out of touch with modern business practices. As a matter of fact, the current MBA it's an 60–years old curriculum in the begin of this digital age.

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The New Ways To Do The Business: MBA or CIO?

There Is a CIO in Your Business – 2

How To Improve Online Get Paid To Survey Models For More Profits!

12 Ways To Use E-learning For Customer Acquisition And Retention, Part 1

Jobseekers! Look For Smoke, Not Fire...

Starting a Successful Retail Business

Start your Own Wedding Videography Business

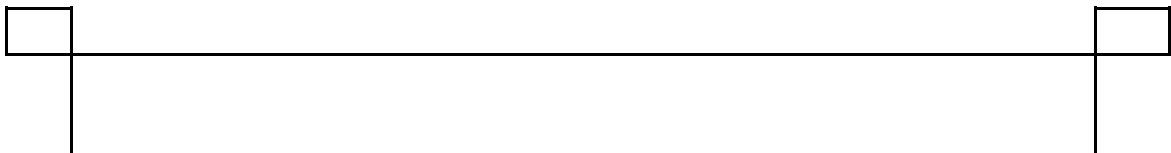
How to Gain and Retain More Customers

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