



2011 Course Curriculum

Technology is changing the world around us. Its evolution is affecting our communications, interactions with clients and employees and our business operations. Understanding the technology investment, policies, and how to manage it will open new business opportunities and will have a dramatic effect on your bottom line.

Level 1: Technology Overview: What's New, What's Out There, What's Coming

- Understanding how technology will change your business operations
- Policy implications

Level 2: The Technology Investment

- Leveraging Technology
- Incorporating new products
- Marketing Strategies: social media, database marketing

Level 3: Managing Your Technology Investment

- Technology Trends
- Business Opportunities
- Innovation Strategies

Level 1 is open to the general public. Levels 2 and 3 are open only to WIPP dues-paying members.

Level 1: Technology Overview: What's New, What's Out There, What's Coming

- 101:** How to Build a Corporate Presence
- 110:** Leveraging Free or Low-Cost Business & Collaboration Solutions
- 115:** Building Value in Your Business Through Technology
- 120:** Technology Showcase
- 130:** Telecommuting Strategies
- 140:** Broadband
- 150:** Wireless/Cell Tax
- 160:** Tele-medicine
- 170:** Facebook – Beyond the Basics for Business
- 172:** LinkedIn – Beyond the Basics for Business

- 174: Twitter – Beyond the Basics for Business
- 176: YouTube – Beyond the Basics for Business

Level 2: The Technology Investment

- 201: Cloud Computing
- 205: Mobile Communications
- 210: Marketing Your Business in the Digital Age
- 215: How to Establish and Manage IT Budgets
- 220: How to Hire and Manage IT Staff
- 225: Social Media
- 230: Optimize Your Organization's Productivity with Collaboration and Workflow Automation
- 235: Database Marketing
- 240: Open Development Initiative
- 245: Privacy Issues
- 250: Technology Leasing and Tax Credits

Level 3: Managing Your Technology Investment

- 301: Business Process Automation (Workflow) for the Enterprise
- 310: How to Achieve On-Time, On-Budget IT Solution Delivery
- 320: Strategic and Evolutionary Technology Infrastructure
- 330: Healthcare IT Opportunities
- 340: Green Opportunities