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**THE VALUE OF INFORMATION TECHNOLOGY — A TEACHING CASE**

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**ABSTRACT**

This case requires students to examine how to effectively assess the business value created by information technology (IT). This cross-disciplinary case is intended for use in an upper level management information systems (MIS) course and accounting course as an exercise to study IT value. The objectives of this case are to encourage students to explore different valuation methods and to stimulate students' appreciation of IT in a corporate environment.

Keywords: Information Technology (IT), Valuation, Gap Analysis