

Case Study for Information Management

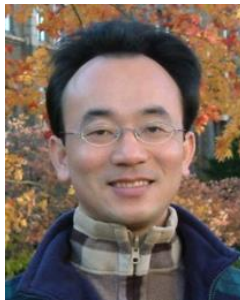
資訊管理個案

Information Systems in Global Business: UPS (Chap. 1)

1031CSIM4C02

TLMXB4C (M1824)

Tue 2, 3, 4 (9:10-12:00) B425



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2014-09-23

課程大綱 (Syllabus)

- | 週次 (Week) | 日期 (Date) | 內容 (Subject/Topics) |
|-----------|-----------|---|
| 1 | 103/09/16 | Introduction to Case Study for Information Management |
| 2 | 103/09/23 | Information Systems in Global Business: UPS (Chap. 1) |
| 3 | 103/09/30 | Global E-Business and Collaboration: NTUC Income (Chap. 2) |
| 4 | 103/10/07 | Information Systems, Organization, and Strategy: iPad and Apple (Chap. 3) |
| 5 | 103/10/14 | IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5) |
| 6 | 103/10/21 | Foundations of Business Intelligence: Lego (Chap. 6) |

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
7	103/10/28	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8	103/11/04	Securing Information System: Facebook (Chap. 8)
9	103/11/11	Midterm Report (期中報告)
10	103/11/18	期中考試週
11	103/11/25	Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12	103/12/02	E-commerce: Amazon vs. Walmart (Chap. 10)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	103/12/09	Knowledge Management: Tata Consulting Services (Chap. 11)
14	103/12/16	Enhancing Decision Making: CompStat (Chap. 12)
15	103/12/23	Building Information Systems: Electronic Medical Records (Chap. 13)
16	103/12/30	Managing Projects: JetBlue and WestJet (Chap. 14)
17	104/01/06	Final Report (期末報告)
18	104/01/13	期末考試週

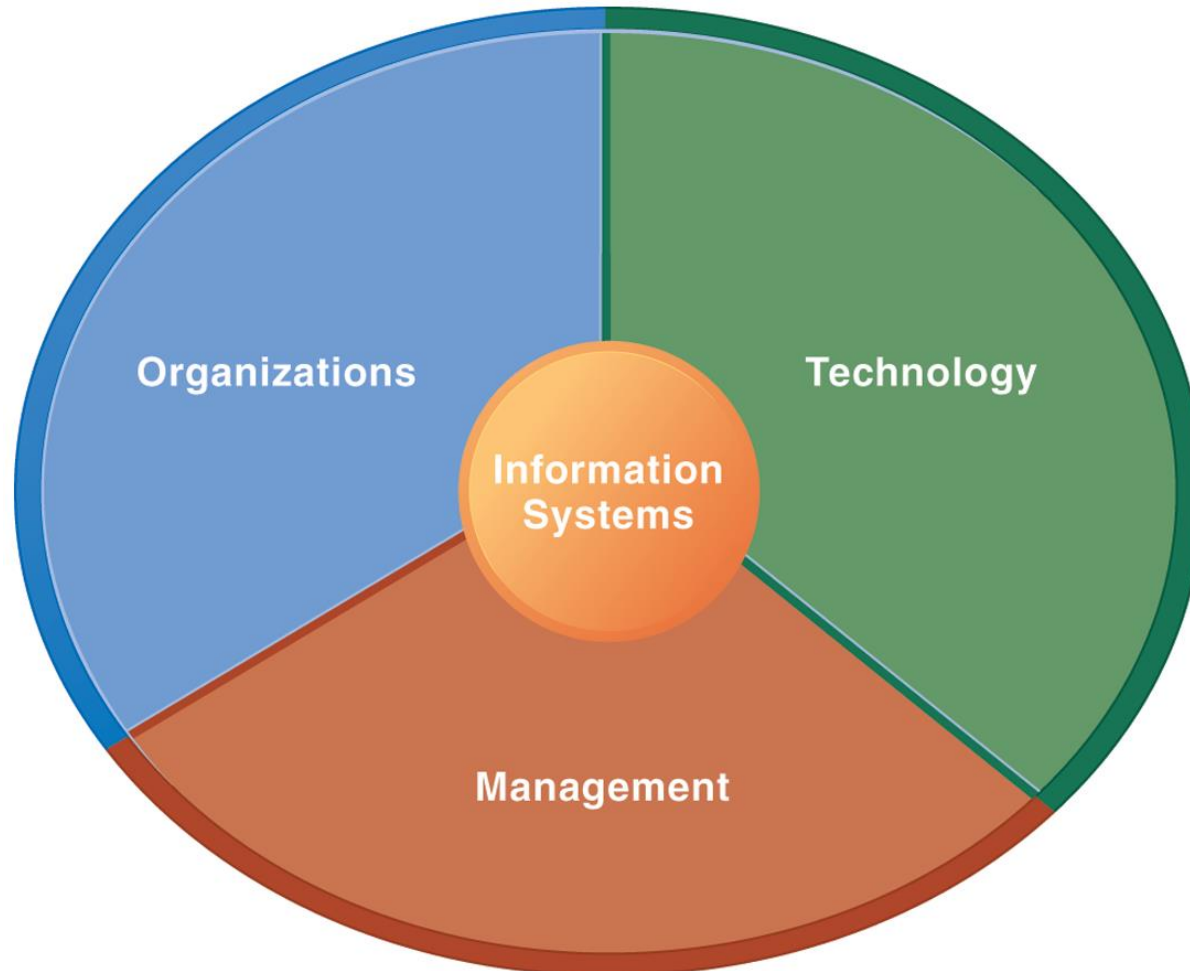
Chap. 1
Information Systems in
Global Business:
UPS

Case Study: UPS (Chap 1.) (pp.54-55)

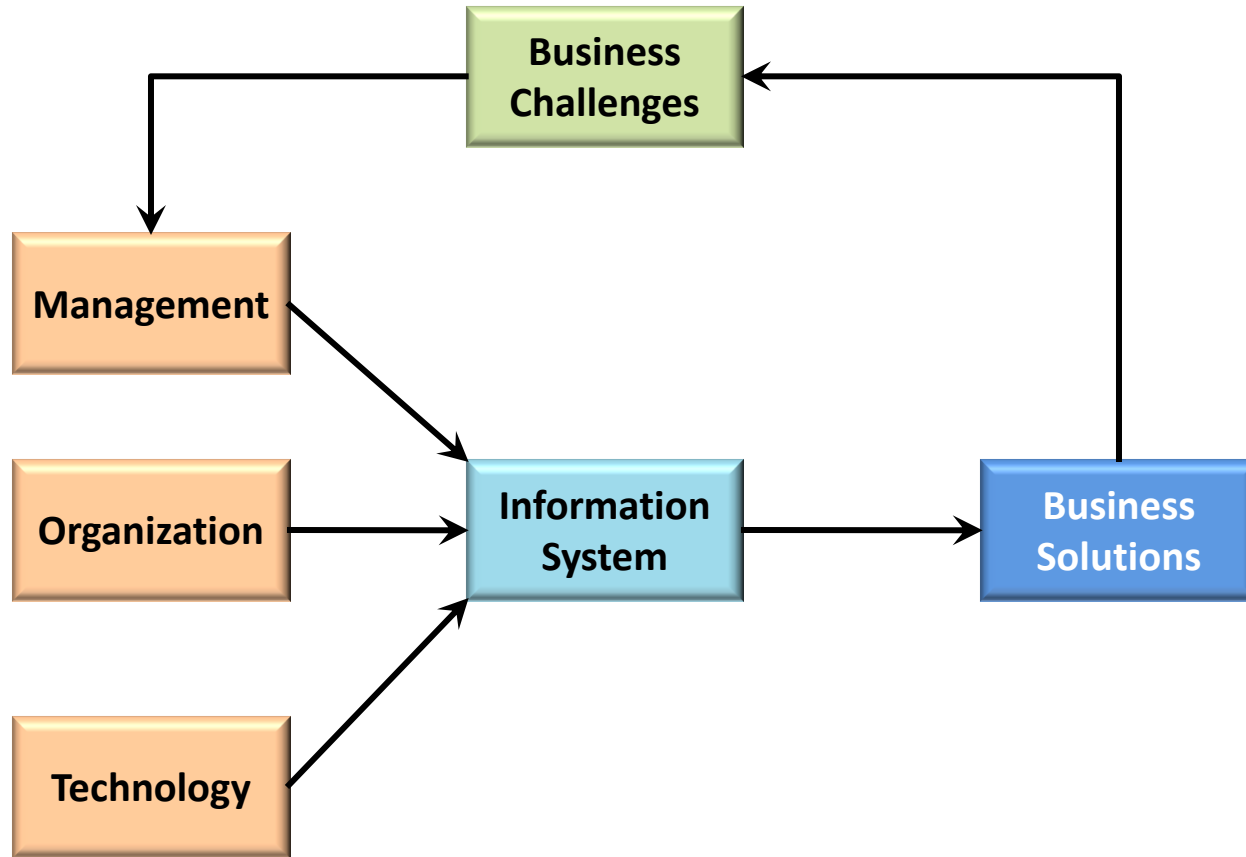
UPS Competes Globally with Information Technology

1. What are the inputs, processing, and outputs of UPS's package tracking system?
2. What technologies are used by UPS? How are these technologies related to UPS's business strategy?
3. What strategic business objectives do UPS's information systems address?
4. What would happen if UPS's information systems were not available?

Information Systems Are More Than Computers



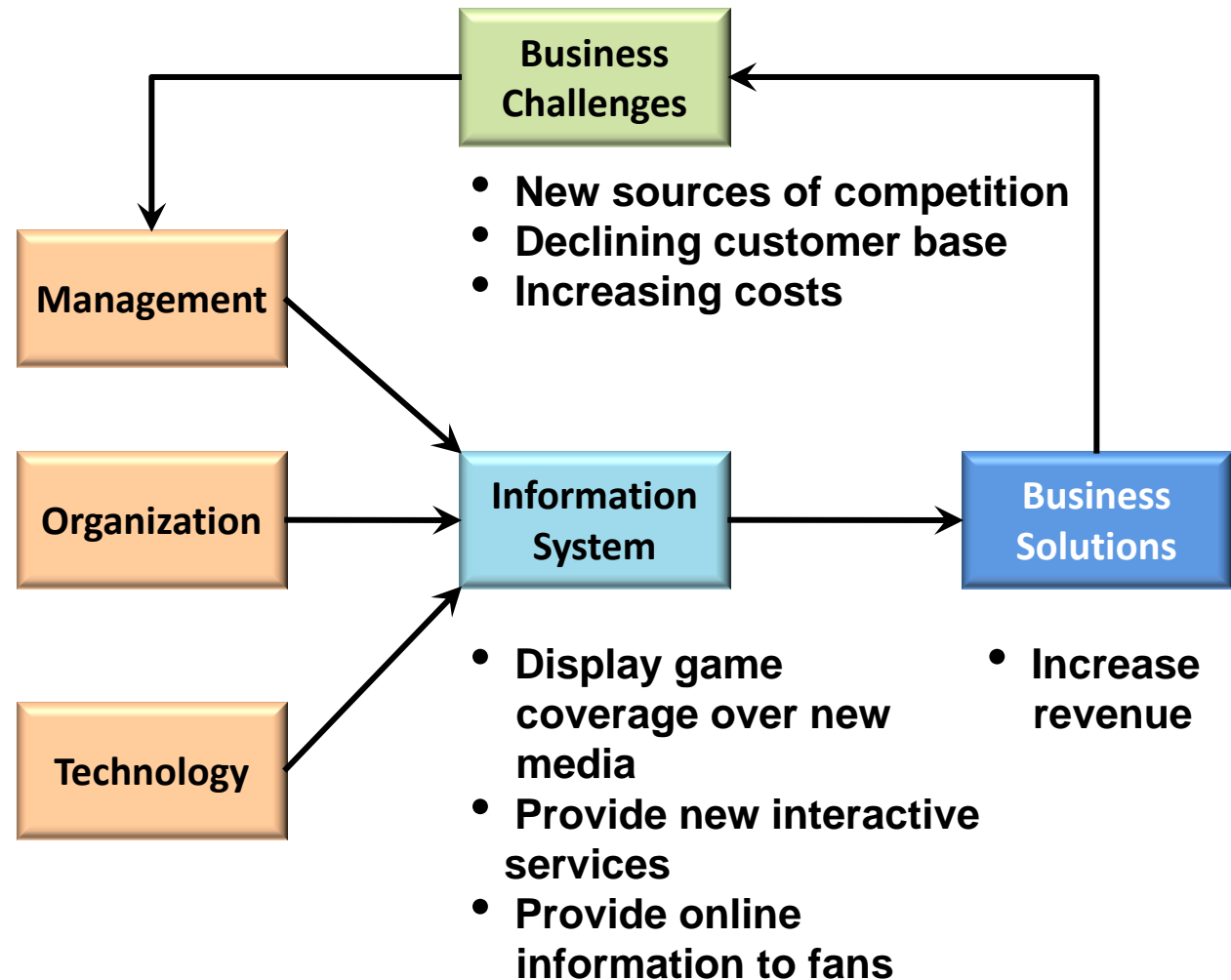
Overview of fundamental MIS Concepts



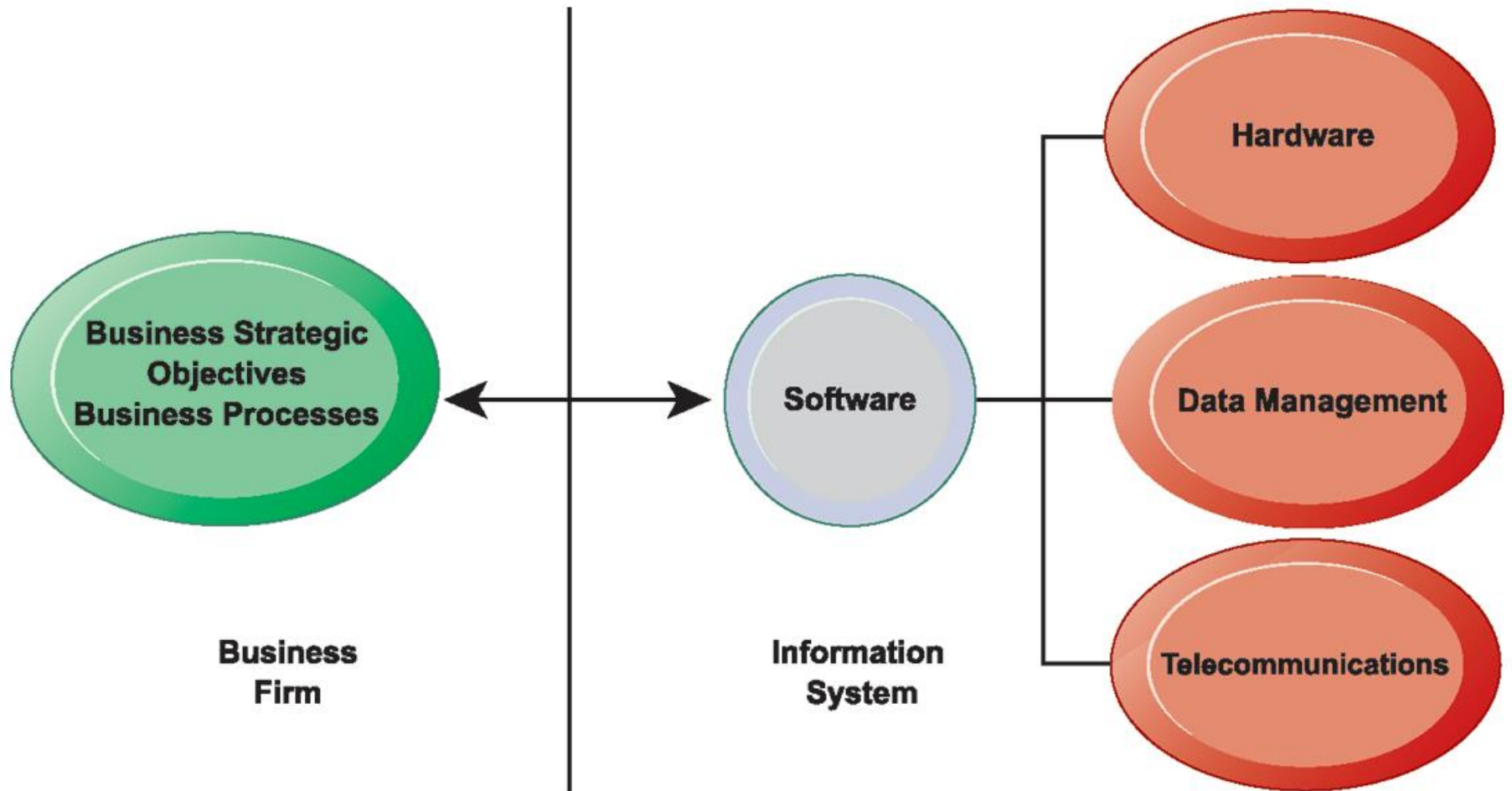
Overview of fundamental MIS Concepts

using an Integrated framework for describing and analyzing information systems

- Monitor games and ticket sales
- Revise business strategy
- Redesign Yankee Stadium
- Redesign work flow and job functions
- Expand sales channels
- Implement HDTV
- Implement touch screen technology
- Implement interactive Web site



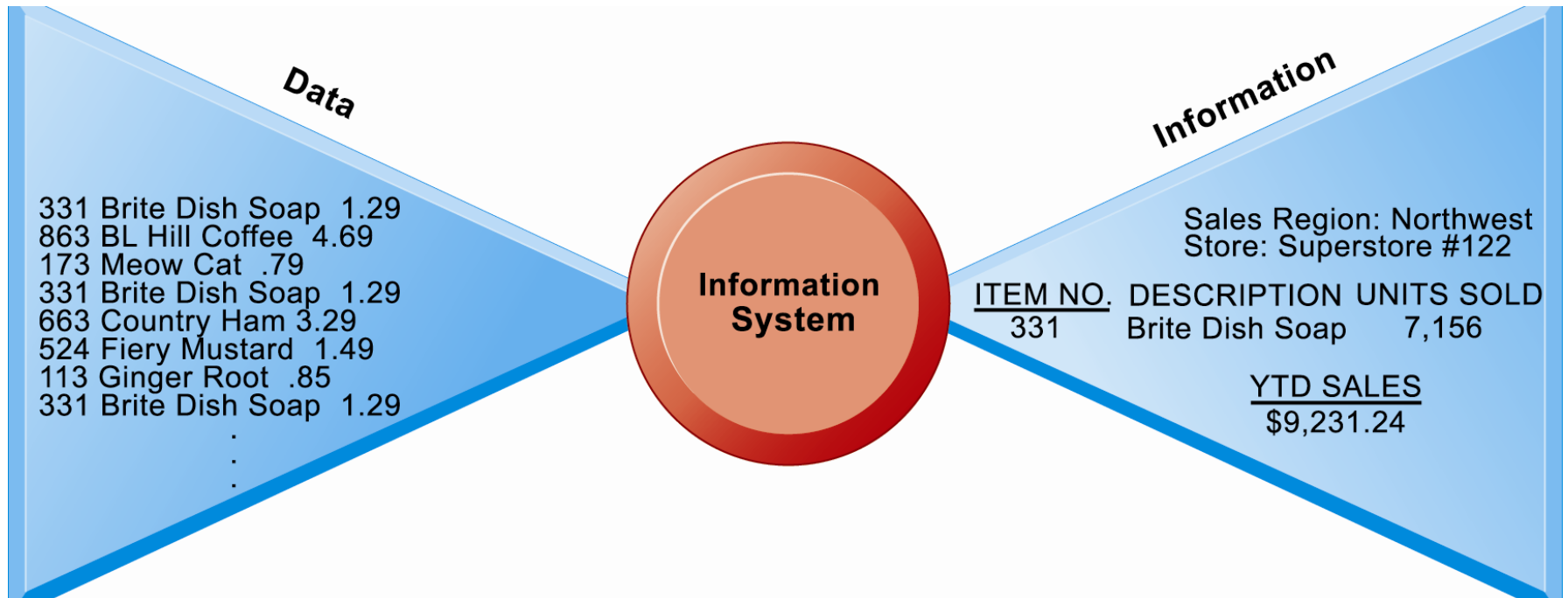
The Interdependence Between Organizations and Information Technology



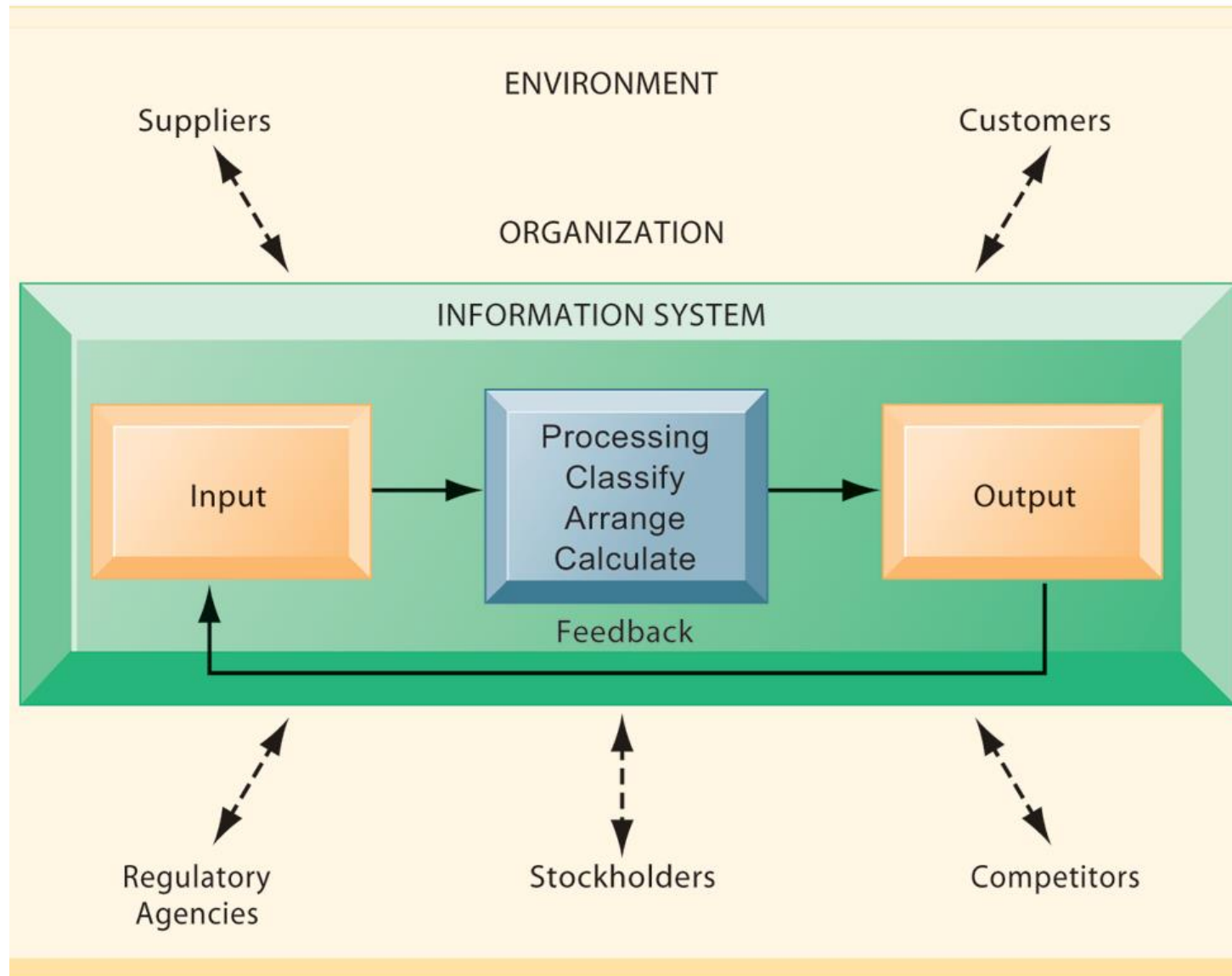
Strategic Business Objectives of Information System

- Operational Excellence
- New Products, Services, and Business Models
- Customer and Supplier Intimacy
- Improved Decision Making
- Competitive Advantage
- Survival

Perspectives on Information Systems: Data and Information



Functions of an Information System



Dimensions of Information Systems



Dimensions of Information Systems

- **Organizations**

- People, structure, business processes, politics, and culture.

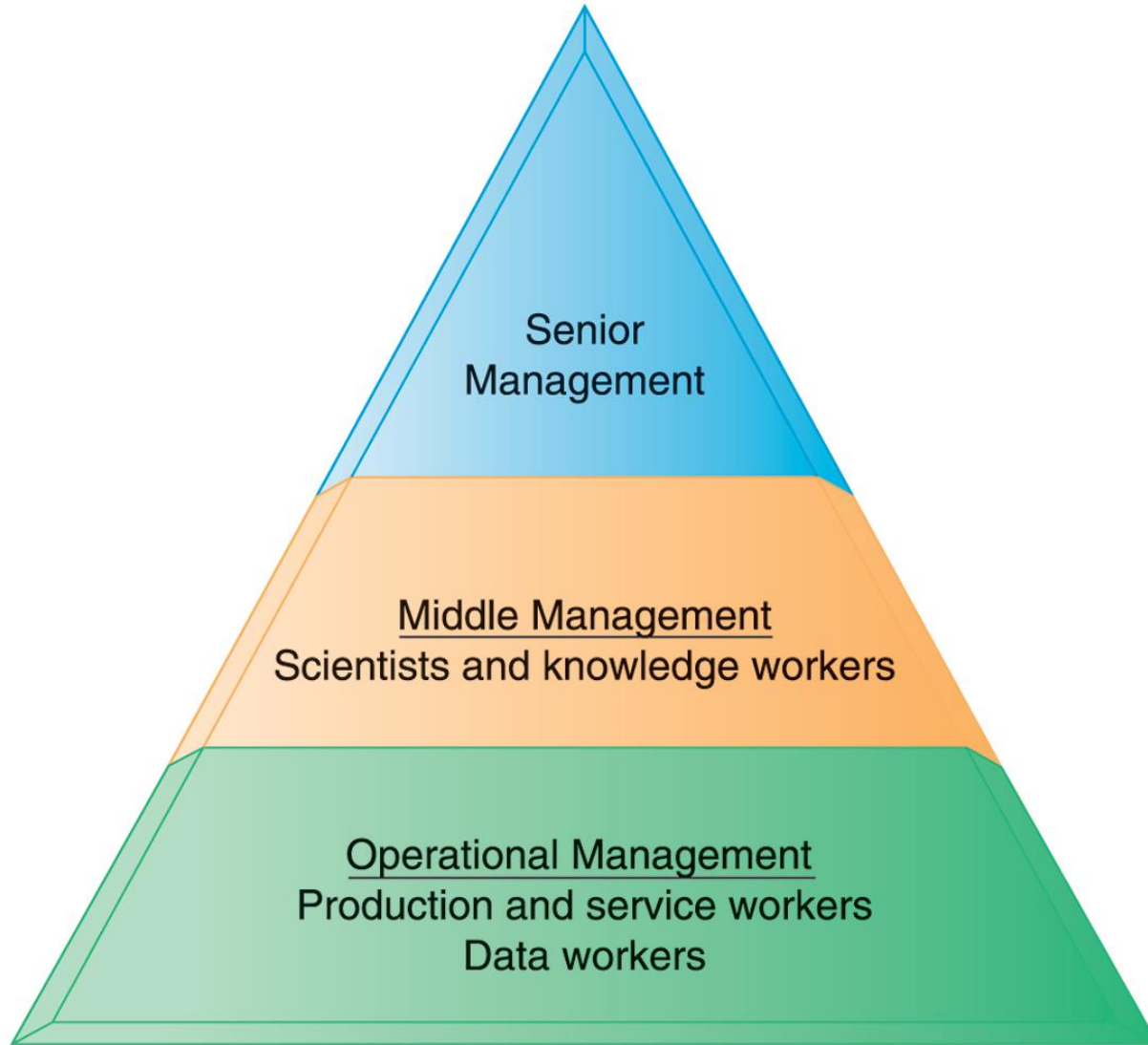
- **Management**

- Make sense out of the many situations faced by organizations, make decisions, and formulate action plans to solve organizational problems.

- **Information Technology**

- Computer hardware, software, data management technology, networking and telecommunications technology

Levels in a Firm

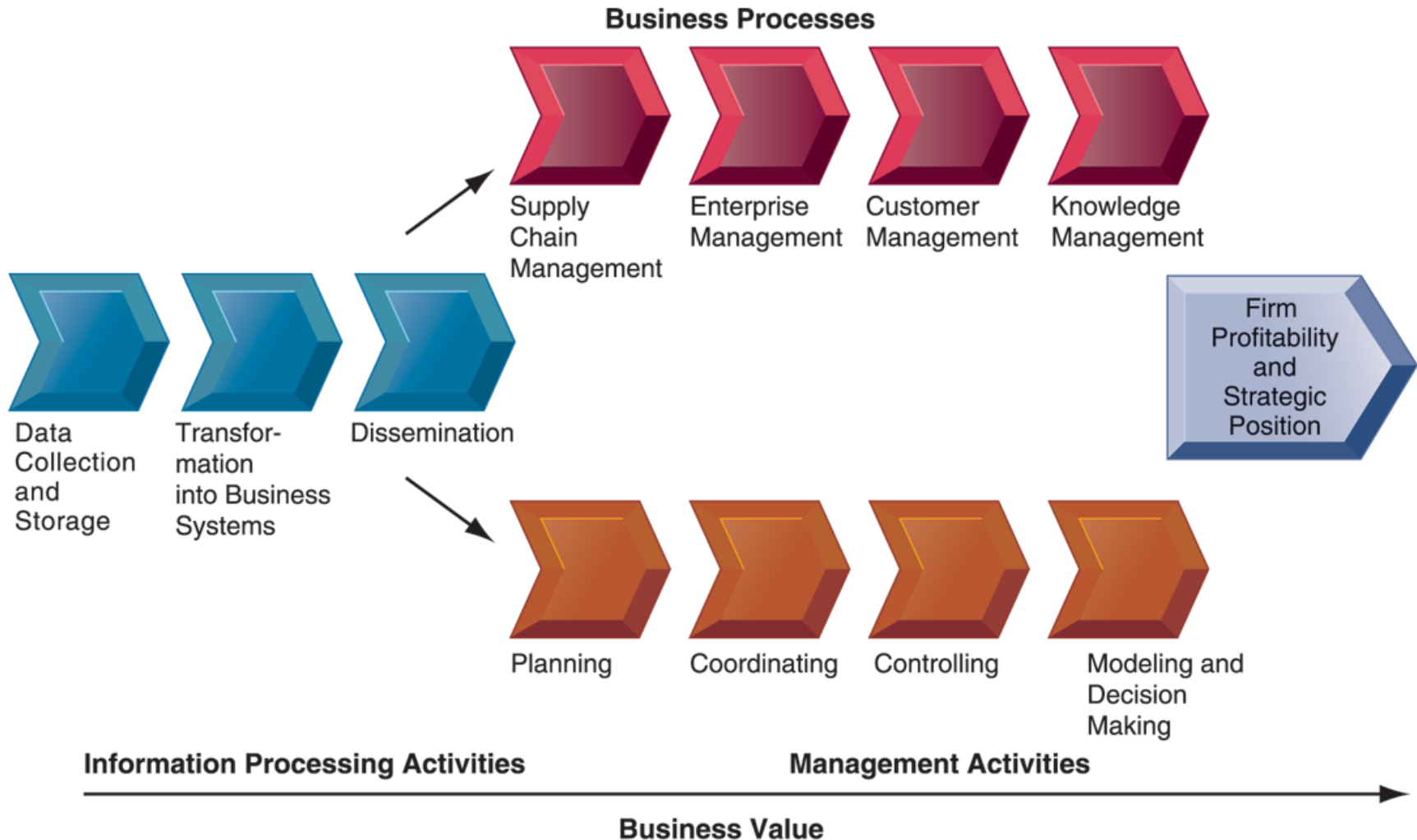


MAJOR BUSINESS FUNCTIONS

FUNCTION	PURPOSE
Sales and marketing	Selling the organization's products and services
Manufacturing and production	Producing and delivering products and services
Finance and accounting	Managing the organization's financial assets and maintaining the organization's financial records
Human resources	Attracting, developing, and maintaining the organization's labor force; maintaining employee records

IT ISN'T JUST TECHNOLOGY: A BUSINESS PERSPECTIVE ON INFORMATION SYSTEMS

The Business Information Value Chain



The Business Information Value Chain

- From a business perspective, information systems are part of a series of **value-adding activities** for acquiring, transforming, and distributing information that managers can use to **improve decision making**, **enhance organizational performance**, and, ultimately, **increase firm profitability**.

**COMPLEMENTARY SOCIAL,
MANAGERIAL, AND
ORGANIZATIONAL ASSETS
REQUIRED TO OPTIMIZE RETURNS
FROM INFORMATION
TECHNOLOGY INVESTMENTS**

Organizational assets

- Supportive organizational culture that values efficiency and effectiveness
- Appropriate business model
- Efficient business processes
- Decentralized authority
- Distributed decision-making rights
- Strong IS development team

Managerial assets

- Strong senior management support for technology investment and change
- Incentives for management innovation
- Teamwork and collaborative work environments
- Training programs to enhance management decision skills
- Management culture that values flexibility and knowledge-based decision making.

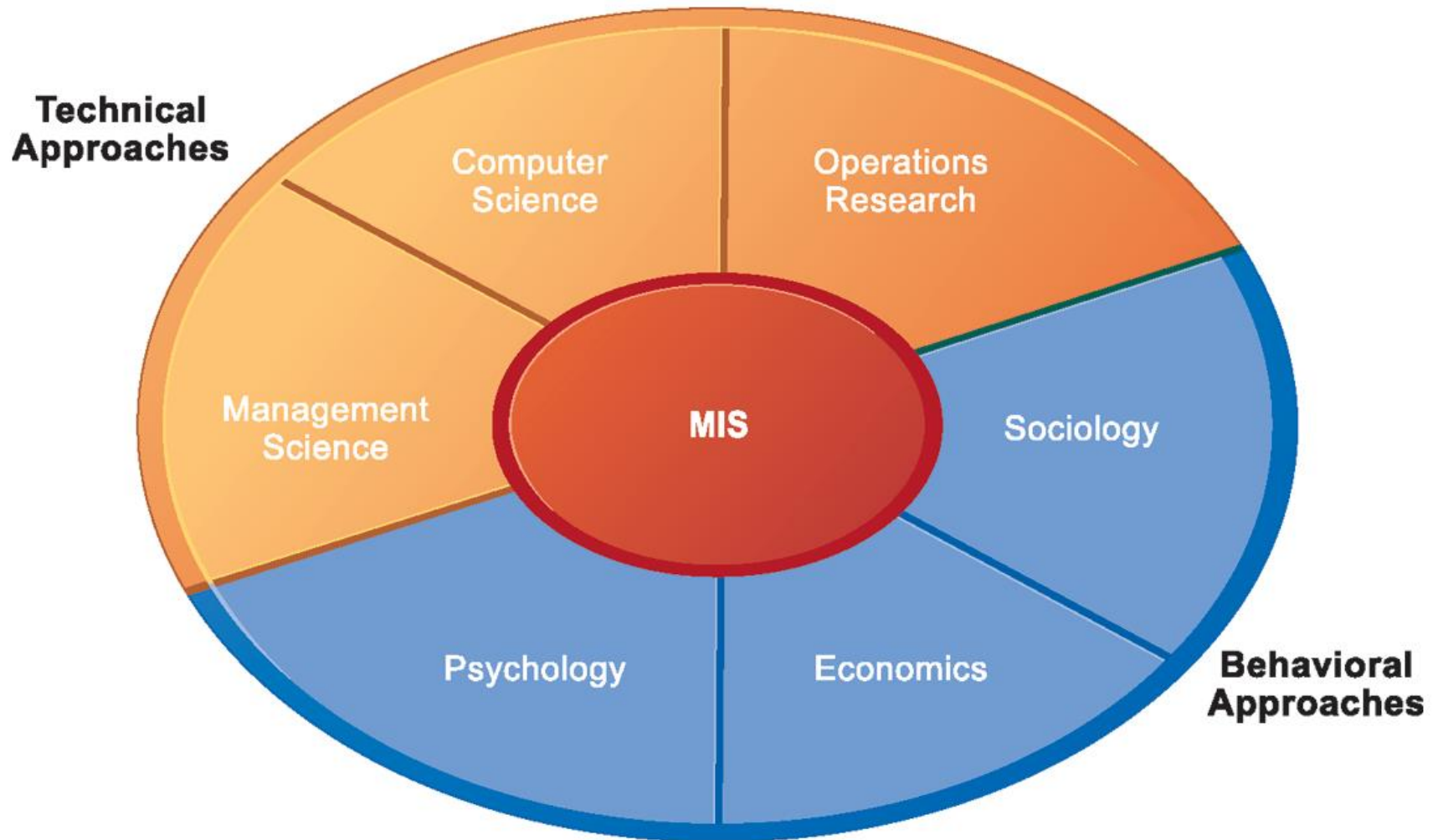
Social assets

- The Internet and telecommunications infrastructure
- IT-enriched educational programs raising labor force computer literacy
- Standards (both government and private sector)
- Laws and regulations creating fair, stable market environments
- Technology and service firms in adjacent markets to assist implementation

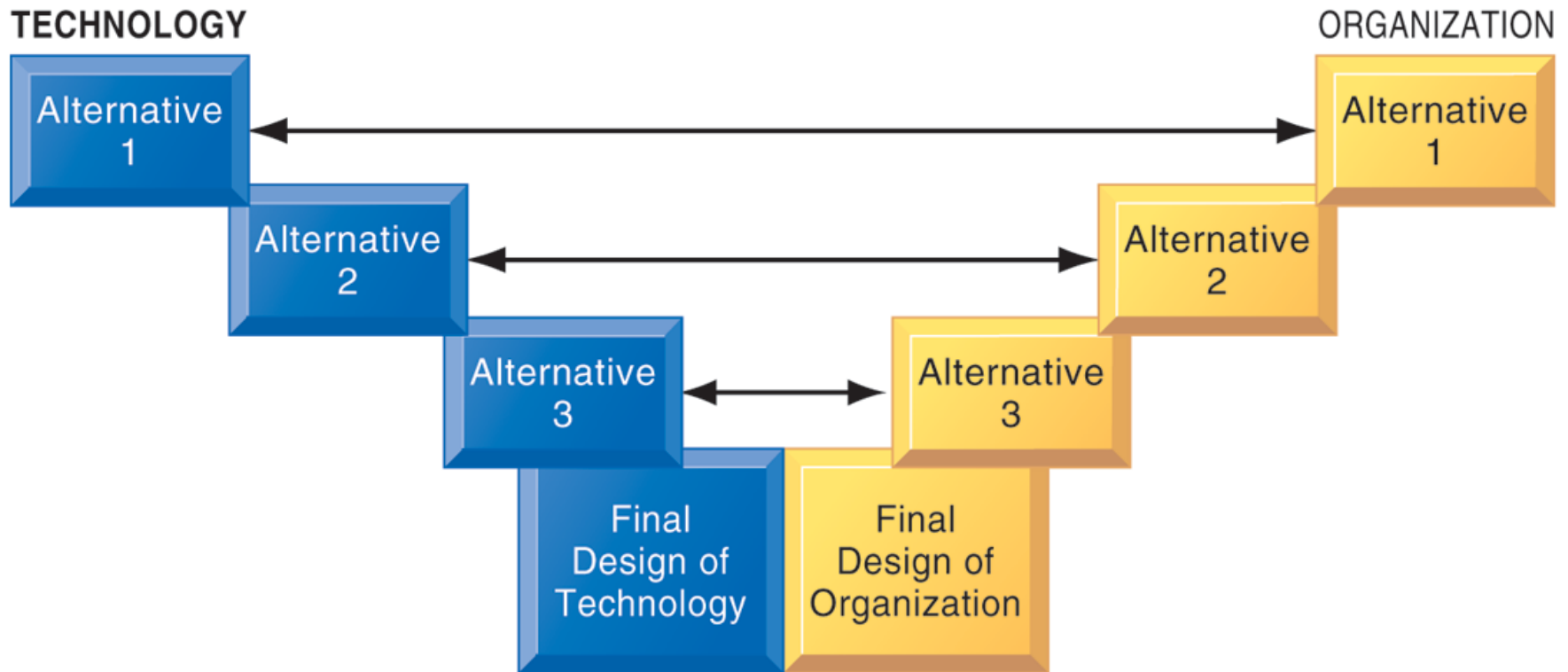
Contemporary Approaches to Information Systems

- Technical Approach
- Behavioral Approach
- **Sociotechnical Systems**

Contemporary Approaches to Information Systems



A Sociotechnical Perspective on Information Systems



In a sociotechnical perspective, the performance of a system is optimized when both the **technology** and the **organization mutually adjust** to one another until a satisfactory fit is obtained.

Case Study: NTUC Income (Chap. 2) (pp.105-106)

Modernization of NTUC Income

1. What were the problems faced by Income in this case? How were the problems resolved by the new digital system?
2. What types of information systems and business processes were used by Income before migrating to the fully digital system?
3. Describe the Information systems and IT infrastructure at Income after migrating to the fully digital system?
4. What benefits did Income reap from the new system?
5. How well is Income prepared for the future? Are the problems described in the case likely to be repeated?

資訊管理個案

(Case Study for Information Management)

1. 請同學於資訊管理個案討論前
應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前複習相關資訊管理相關
理論，以作為個案分析及擬定管理對策的
依據。
3. 請同學於上課前
先繳交個案研究問題書面報告。

References

- Kenneth C. Laudon & Jane P. Laudon (2012),
Management Information Systems: Managing the
Digital Firm, Twelfth Edition, Pearson.
- 周宣光 譯 (2011) ,
資訊管理系統－管理數位化公司 ,
第12版 , 東華書局