

# Case Study for Information Management

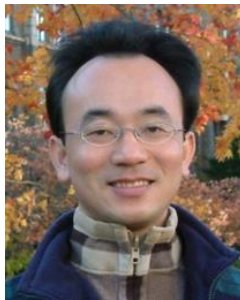
## 資訊管理個案

### Global E-Business and Collaboration: NTUC Income (Chap. 2)

1031CSIM4C03

TLMXB4C (M1824)

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



Min-Yuh Day

戴敏育

Assistant Professor

專任助理教授

Dept. of Information Management, Tamkang University

淡江大學 資訊管理學系

<http://mail.tku.edu.tw/myday/>

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# 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

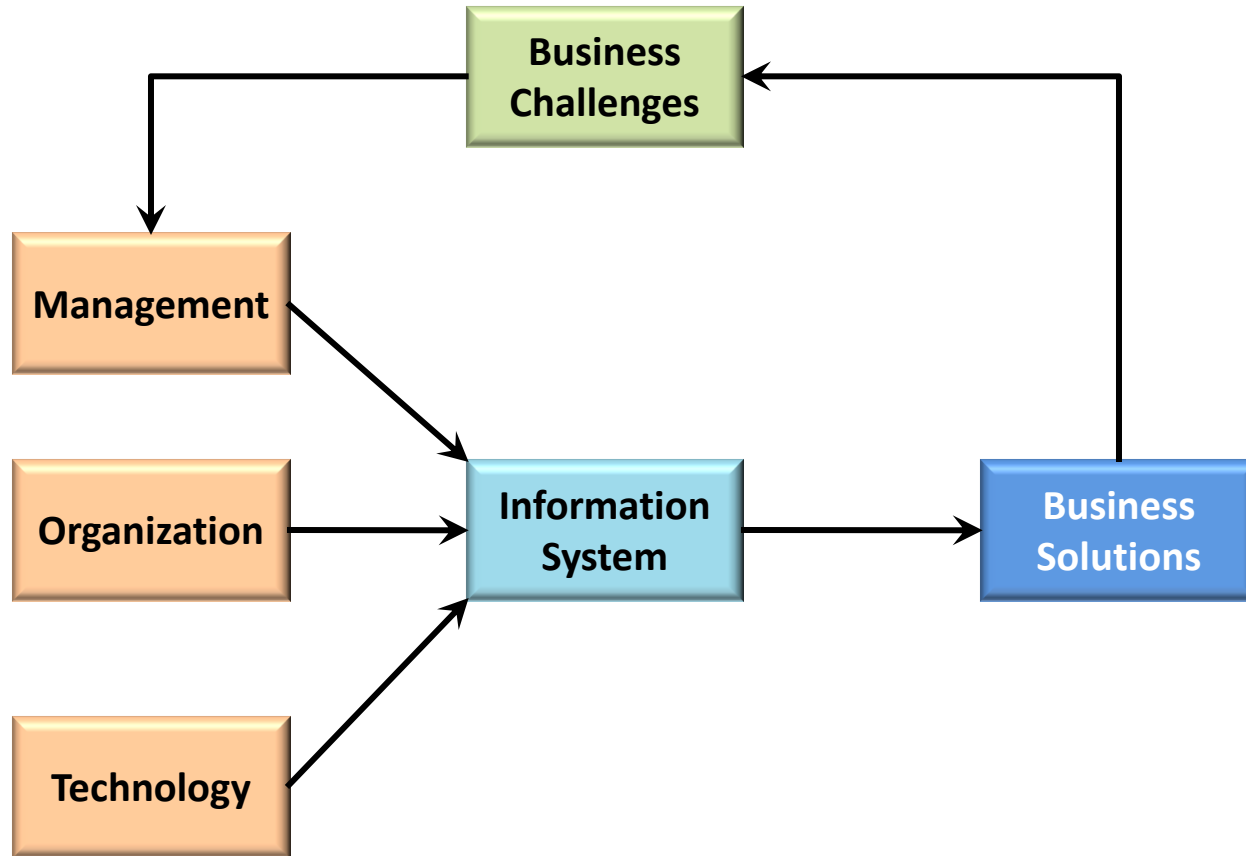
**Chap. 2**  
**Global E-Business and**  
**Collaboration:**  
**NTUC Income**

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

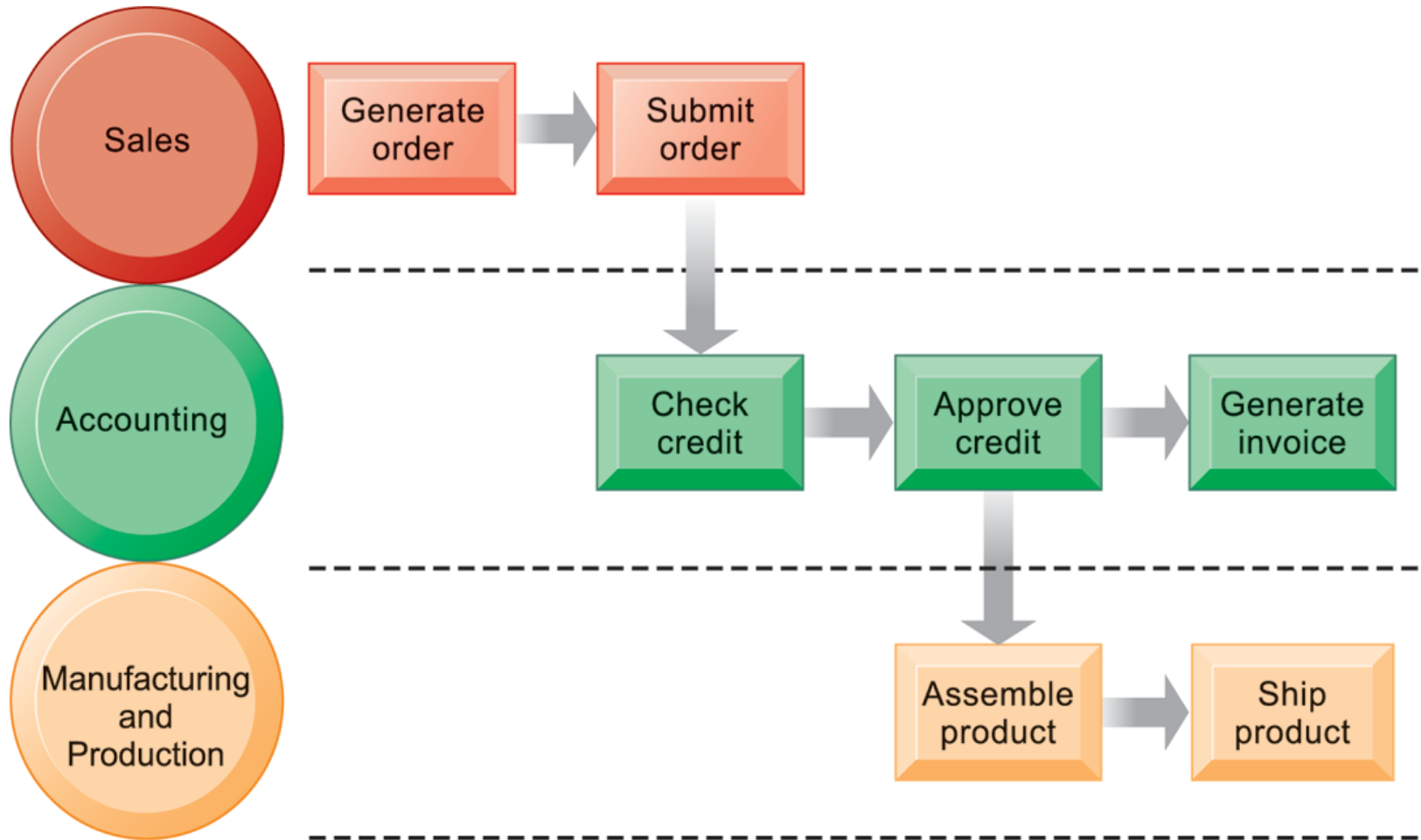
## Modernization of NTUC Income

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?

# Overview of fundamental MIS Concepts

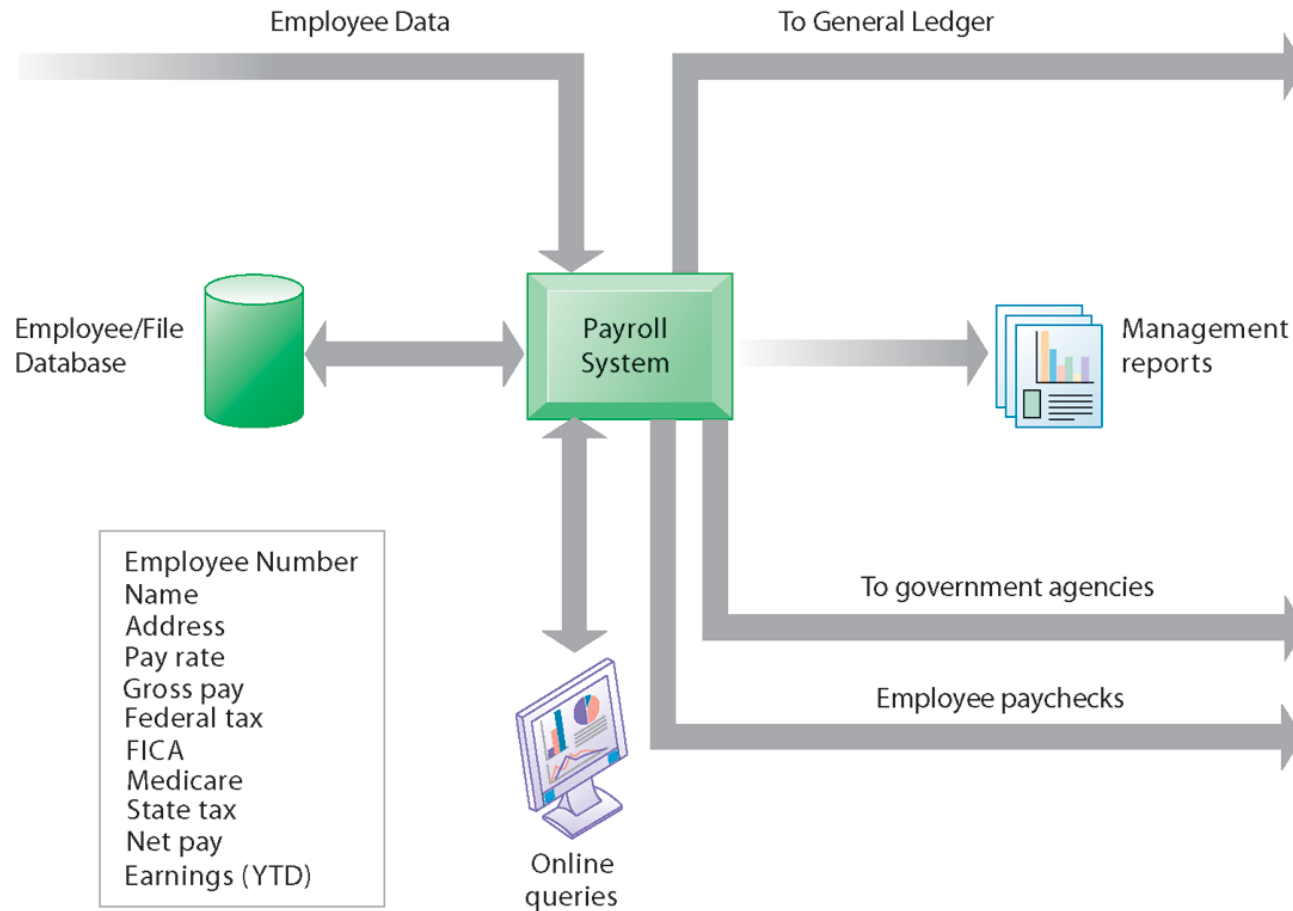


# The Order Fulfillment Process



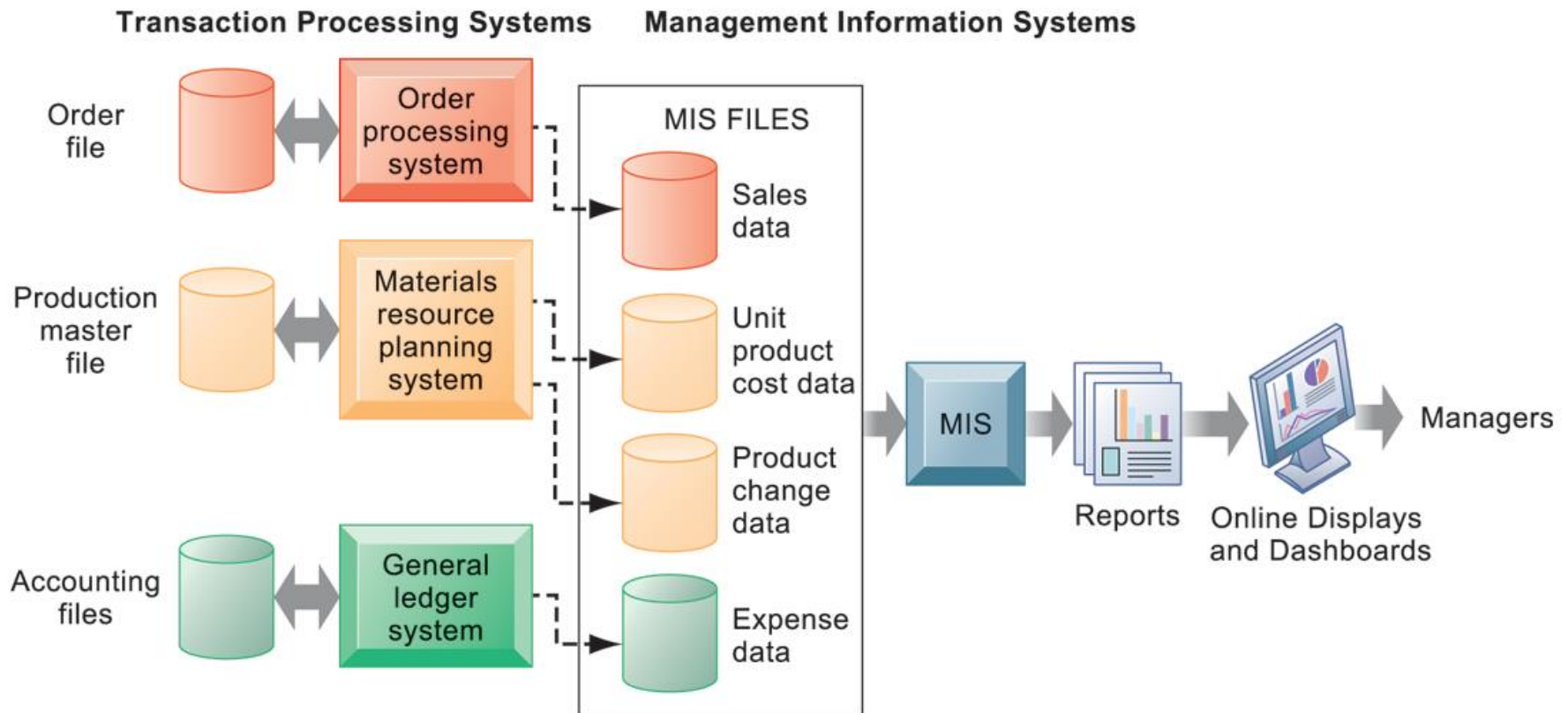


# A Payroll TPS

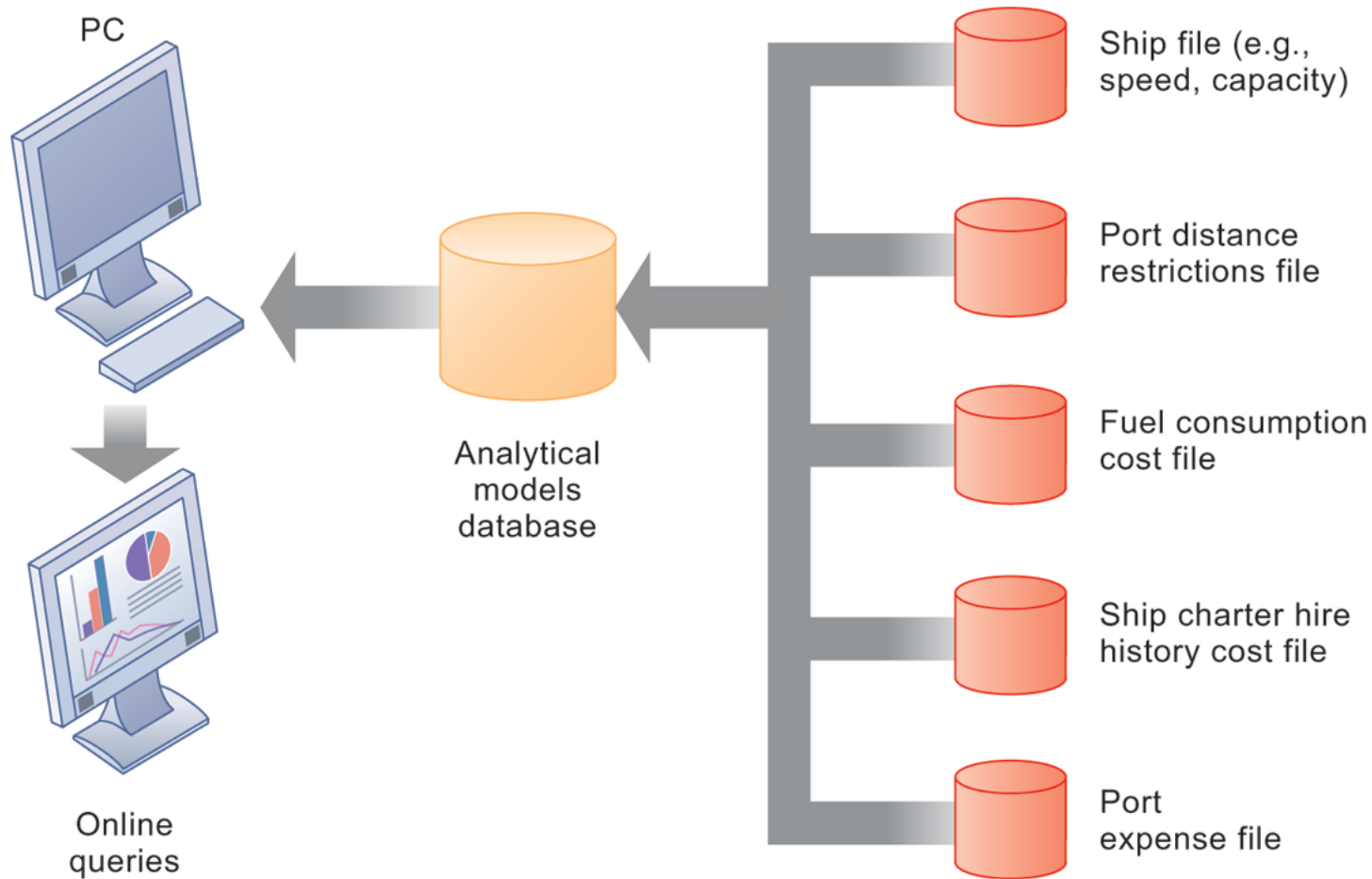


Payroll data on master file

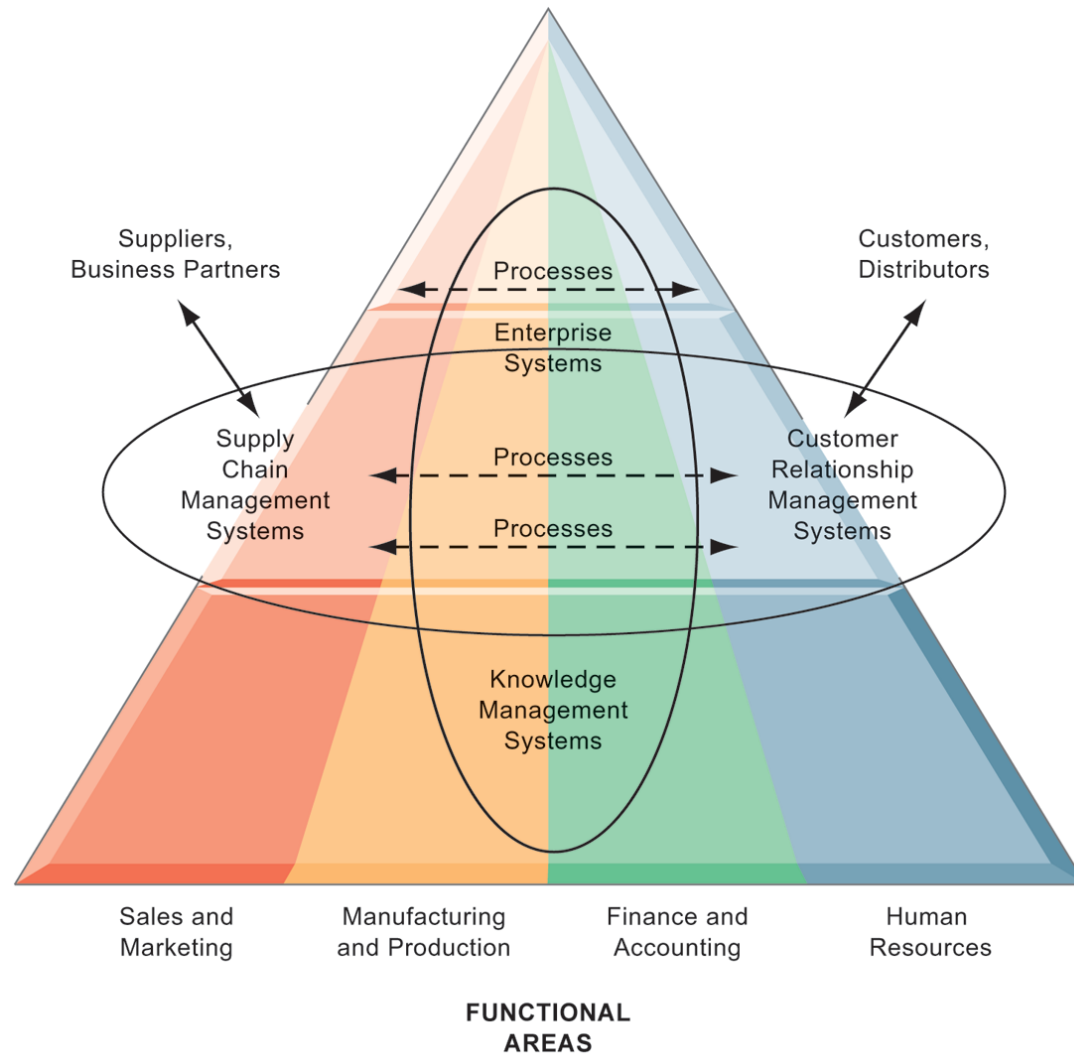
# How Management Information Systems Obtain Their Data from the Organization's TPS



# Voyage-Estimating Decision Support System



# Enterprise Application Architecture



# Requirements for Collaboration

## Collaboration Capability

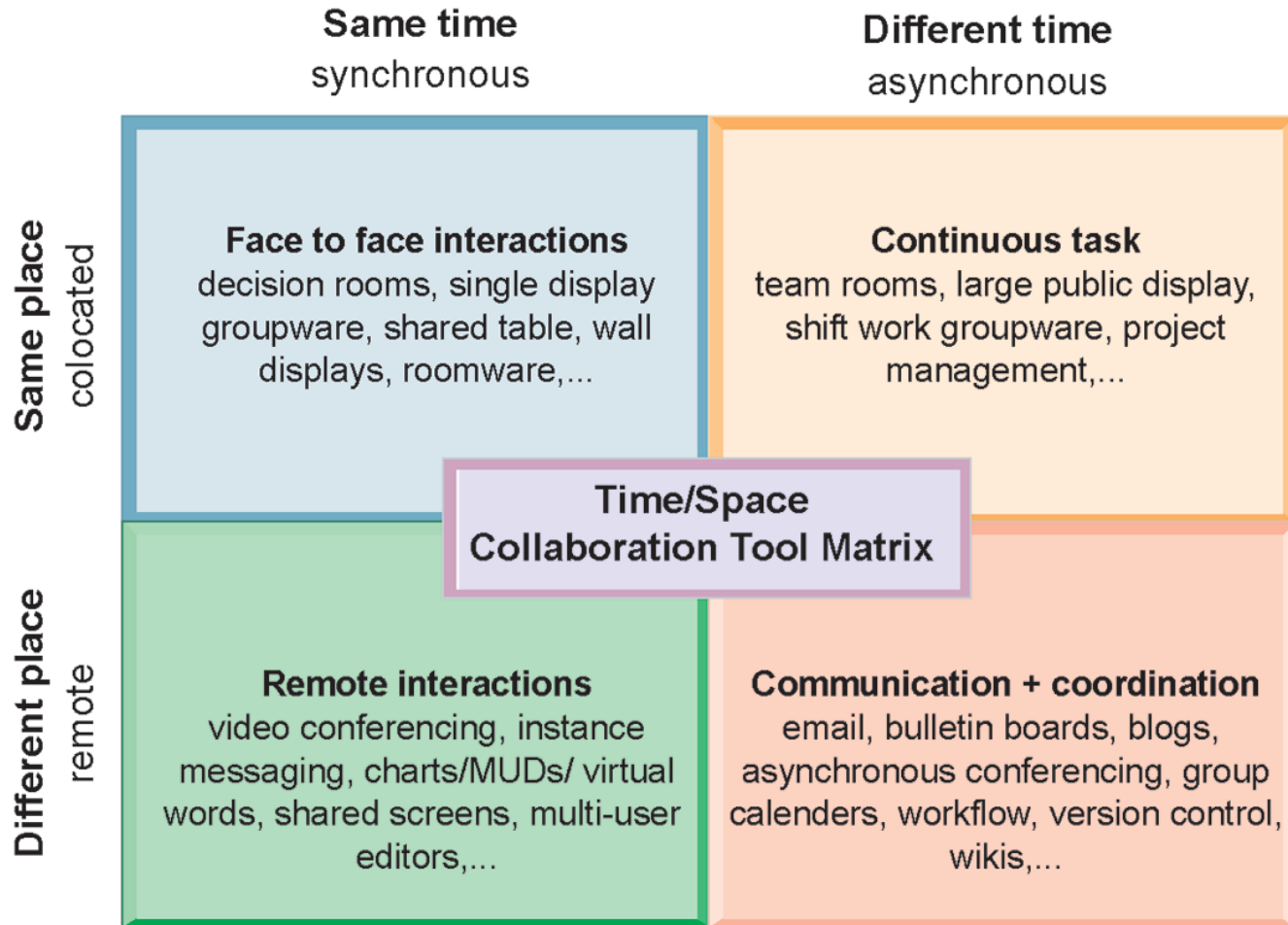
- Open culture
- Decentralized structure
- Breadth of collaboration

## Collaboration Technology

- Use of collaboration technology for implementation and operations
- Use of collaborative technology for strategic planning



# The Time/Space Collaboration Tool Matrix



# Case Study: iPad and Apple (Chap. 3) (pp.133-134)

## Is the iPad a Disruptive Technology?

1. Evaluate the impact of the iPad using Porter's competitive forces model.
2. What makes the iPad a disruptive technology?  
Who are likely to be the winners and losers if the iPad becomes a hit?  
Why?
3. Describe the effects that the iPad is likely to have on the business models of Apple, content creators, and distributors.

# 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