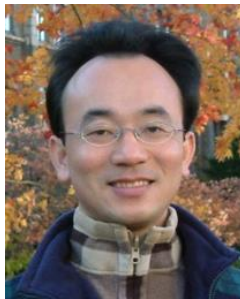# Case Study for Information Management
資訊管理個案

Global E-Business and Collaboration: P&G (Chap. 2)

1041CSIM4B03
TLMXB4B (M1824)
Tue 3,4 (10:10-12:00) L212
Thu 9 (16:10-17:00) B601

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2015-09-29

課程大綱 (Syllabus)

週次 (Week)　日期 (Date)　內容 (Subject/Topics)

1　2015/09/15, 17　Introduction to Case Study for Information Management

2　2015/09/22, 24　Information Systems in Global Business: UPS (Chap. 1) (pp.53-54)

3　2015/09/29, 10/01　Global E-Business and Collaboration: P&G (Chap. 2) (pp.84-85)

4　2015/10/06, 08　Information Systems, Organization, and Strategy: Starbucks (Chap. 3) (pp.129-130)

5　2015/10/13, 15　Ethical and Social Issues in Information Systems: Facebook (Chap. 4) (pp.188-190)

課程大綱 (Syllabus)

週次 (Week)　日期 (Date)　內容 (Subject/Topics)

6　2015/10/20, 22　IT Infrastructure and Emerging Technologies:
　　　　　　　　Amazon and Cloud Computing
　　　　　　　　(Chap. 5) (pp. 234-236)

7　2015/10/27, 29　Foundations of Business Intelligence:
　　　　　　　　IBM and Big Data (Chap. 6) (pp.261-262)

8　2015/11/03, 05　Telecommunications, the Internet, and Wireless
　　　　　　　　Technology: Google, Apple, and Microsoft
　　　　　　　　(Chap. 7) (pp.318-320)

9　2015/11/10, 12　Midterm Report (期中報告)

10　2015/11/17, 19　期中考試週

課程大綱 (Syllabus)

週次　　日期　　　　內容（Subject/Topics）

11　2015/11/24, 26　Enterprise Applications: Summit and SAP
　　　　　　　　　　(Chap. 9) (pp.396-398)

12　2015/12/01, 03　E-commerce: Zagat　(Chap. 10) (pp.443-445)

13　2015/12/08, 10　Enhancing Decision Making: Zynga
　　　　　　　　　　(Chap. 12) (pp.512-514)

14　2015/12/15, 17　Building Information Systems: USAA
　　　　　　　　　　(Chap. 13) (pp.547-548)

15　2015/12/22, 24　Managing Projects: NYCAPS and CityTime
　　　　　　　　　　(Chap. 14) (pp.586-588)

16　2015/12/29, 31　Final Report I (期末報告 I)

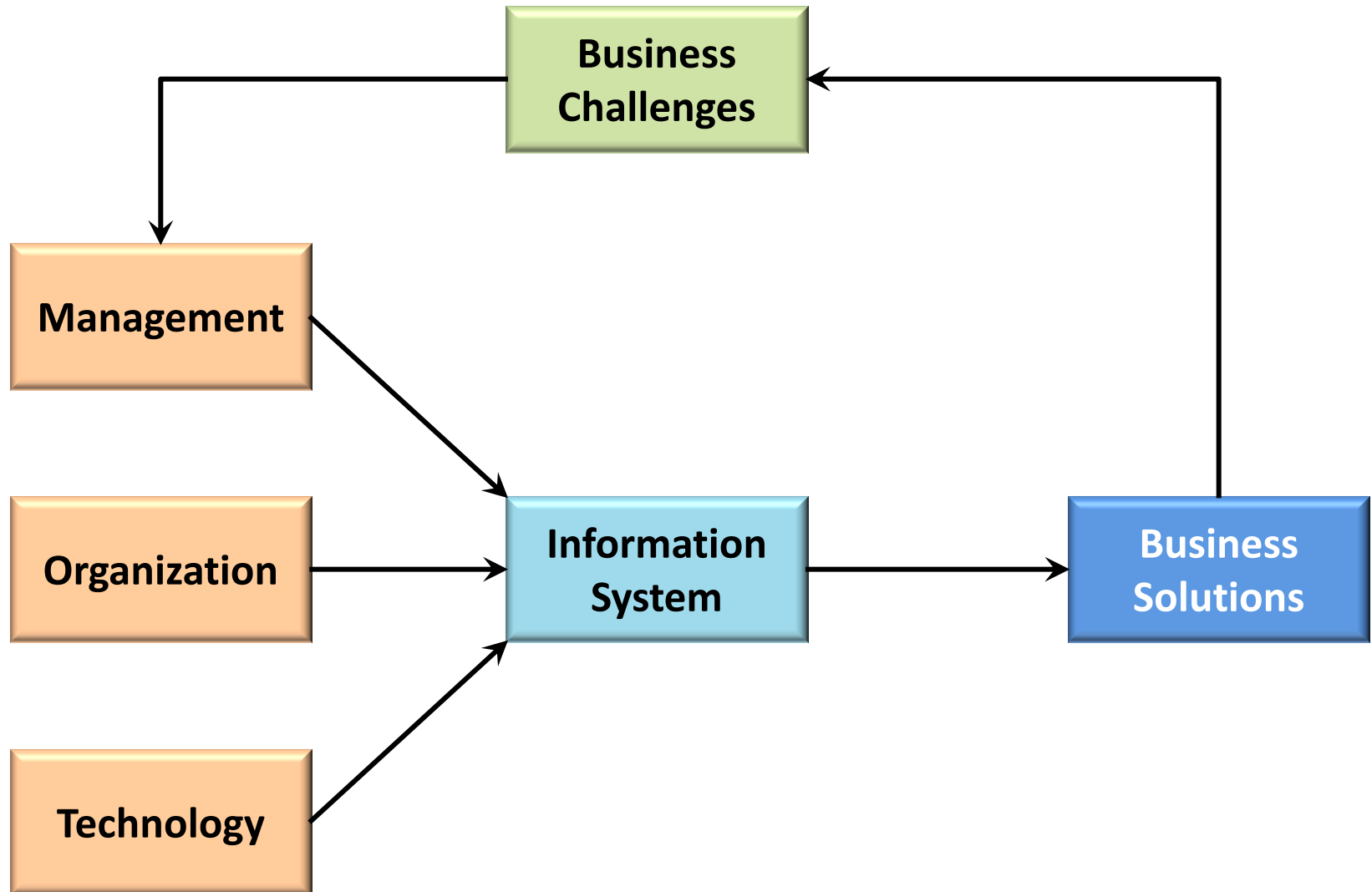17　2016/01/05, 07　Final Report II (期末報告 II)

18　2016/01/12, 14　期末考試週

Chap. 2
Global E-Business and Collaboration:
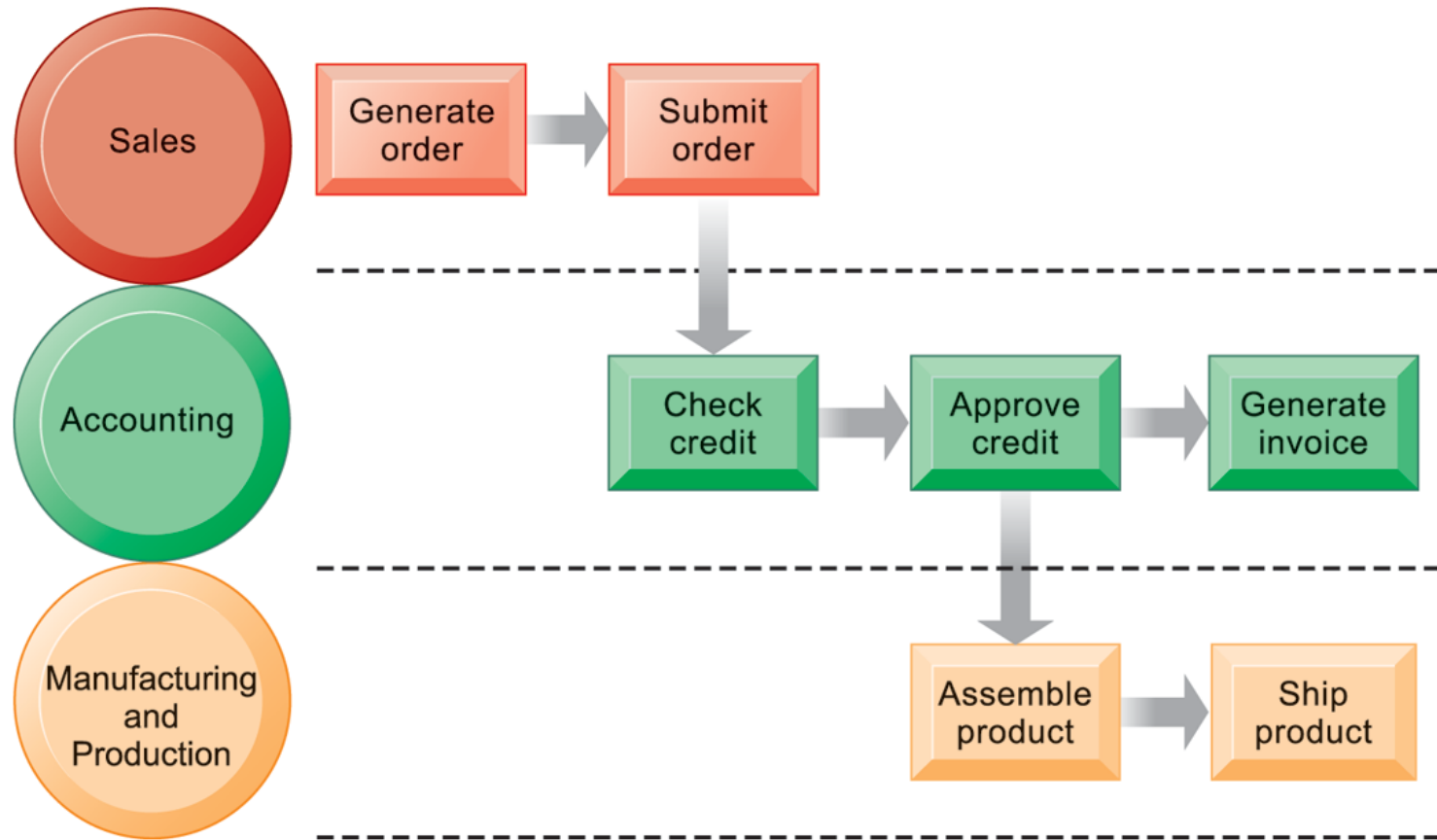# P&G

Case Study: P&G (Chap. 2)
Piloting Procter & Gamble from Decision Cockpits

1. What management, organization, and technology issues had to be addressed when implementing Business Sufficiency, Business Sphere, and Decision Cockpits?

2. How did these decision-making tools change the way the company ran its business? How effective are they? Why?

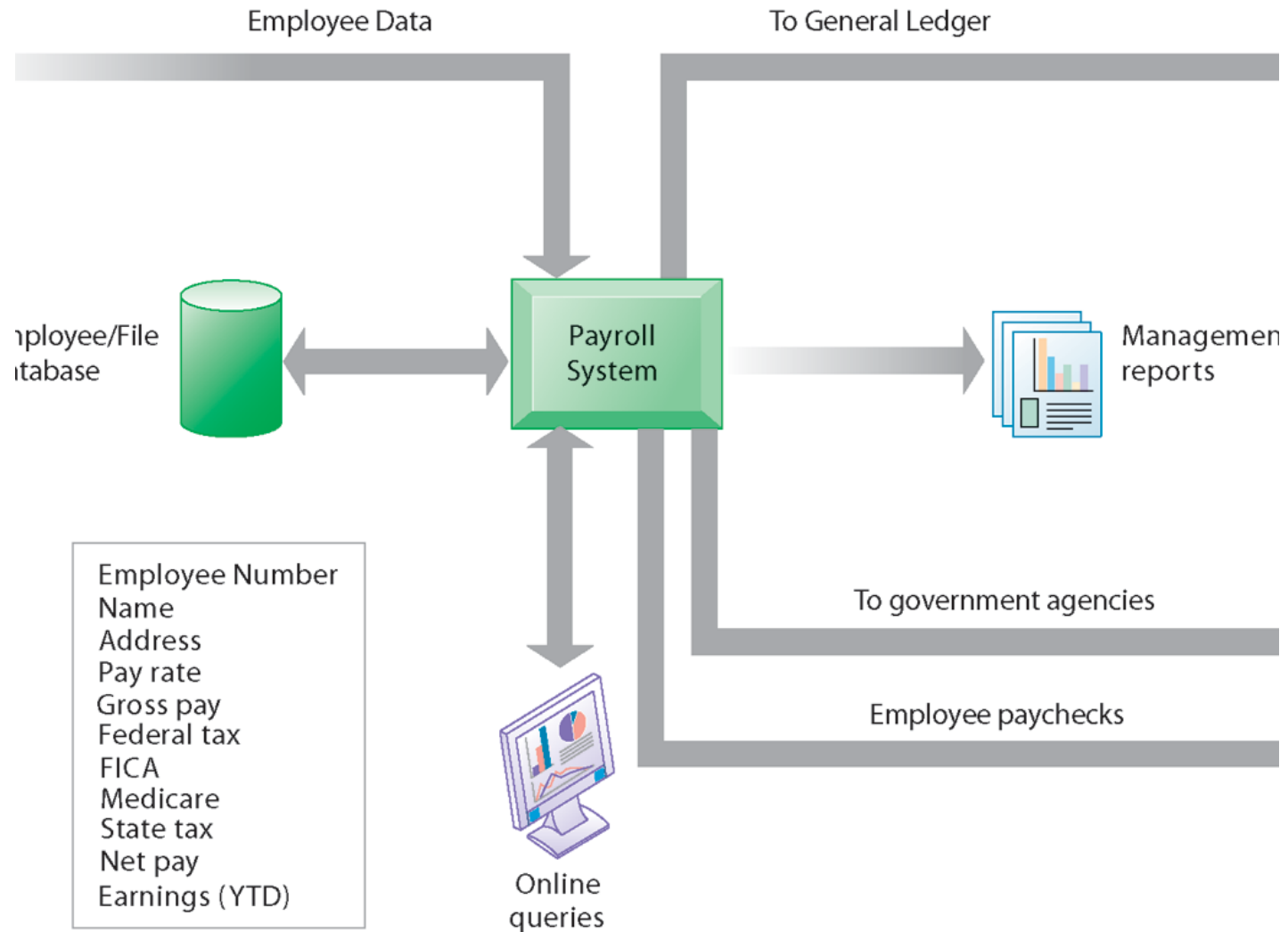3. How are these systems related to P&G's business strategy?

Overview of Fundamental MIS Concepts

Source: Kenneth C. Laudon & Jane P. Laudon (2014), Management Information Systems: Managing the Digital Firm, Thirteenth Edition, Pearson.

7

The Order Fulfillment Process

Source: Kenneth C. Laudon & Jane P. Laudon (2014), Management Information Systems: Managing the Digital Firm, Thirteenth Edition, Pearson.

8

A Payroll TPS

Source: Kenneth C. Laudon & Jane P. Laudon (2014), Management Information Systems: Managing the Digital Firm, Thirteenth Edition, Pearson.
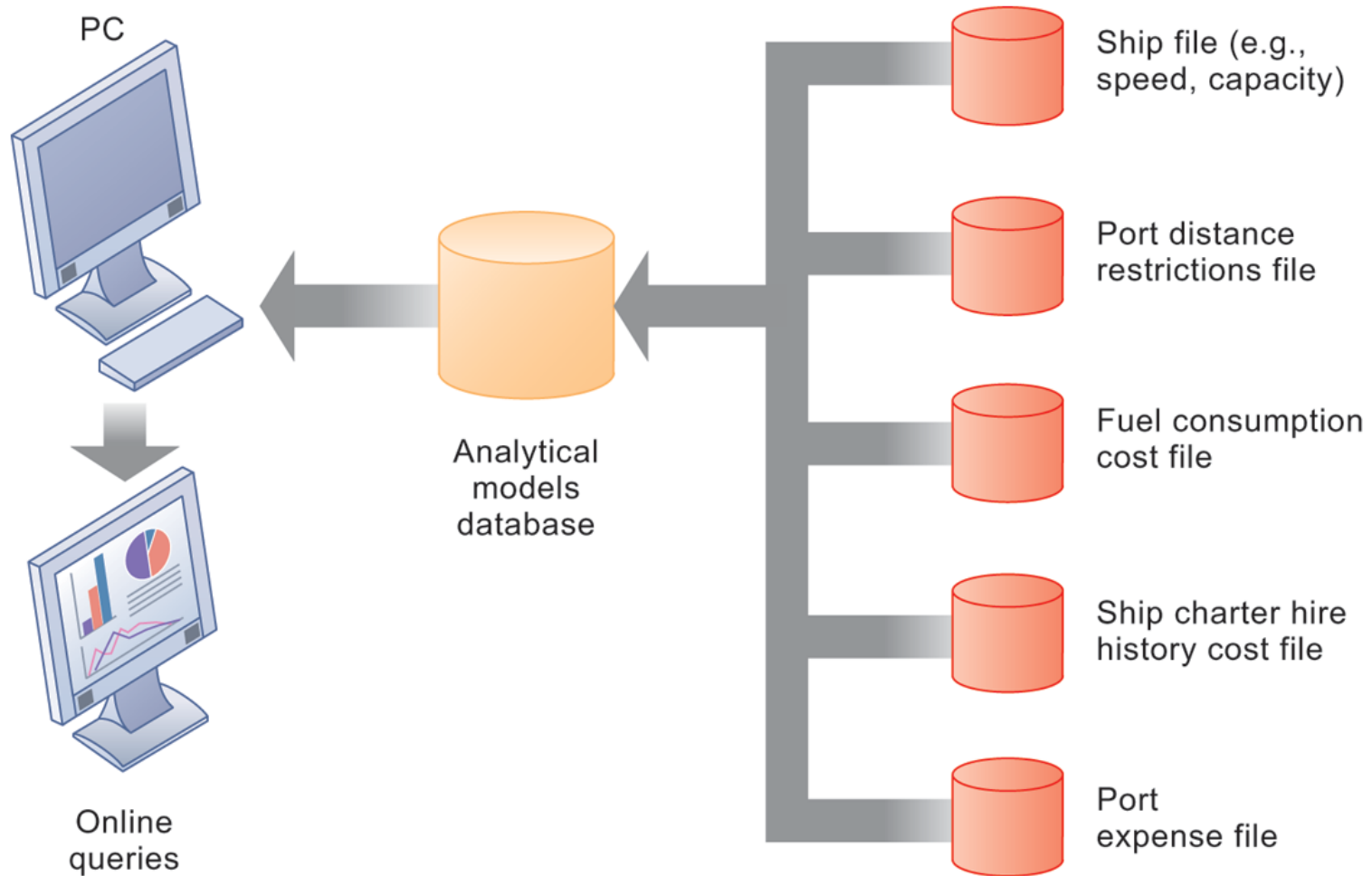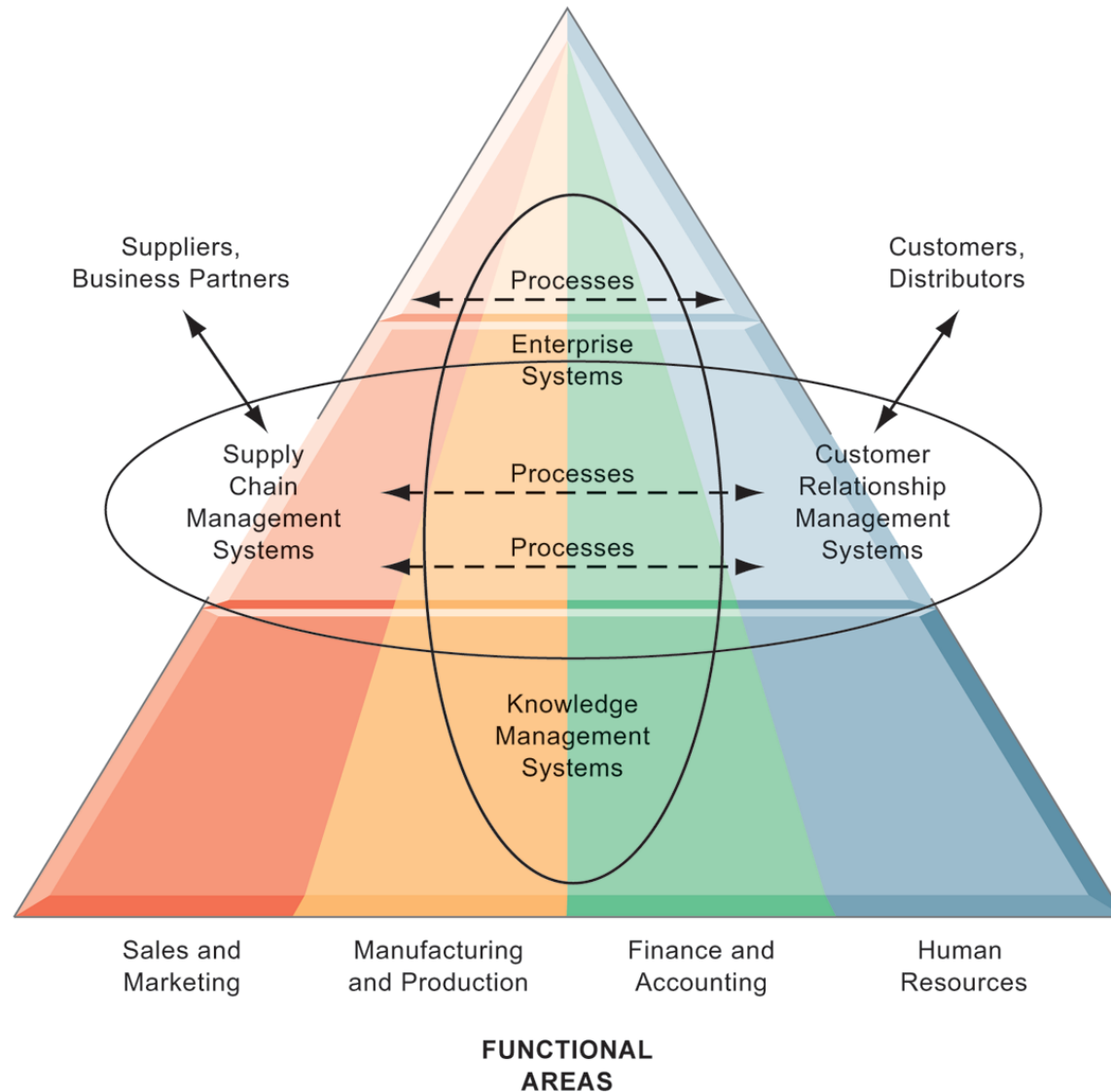
9

How Management Information Systems Obtain Their Data from the Organization's TPS
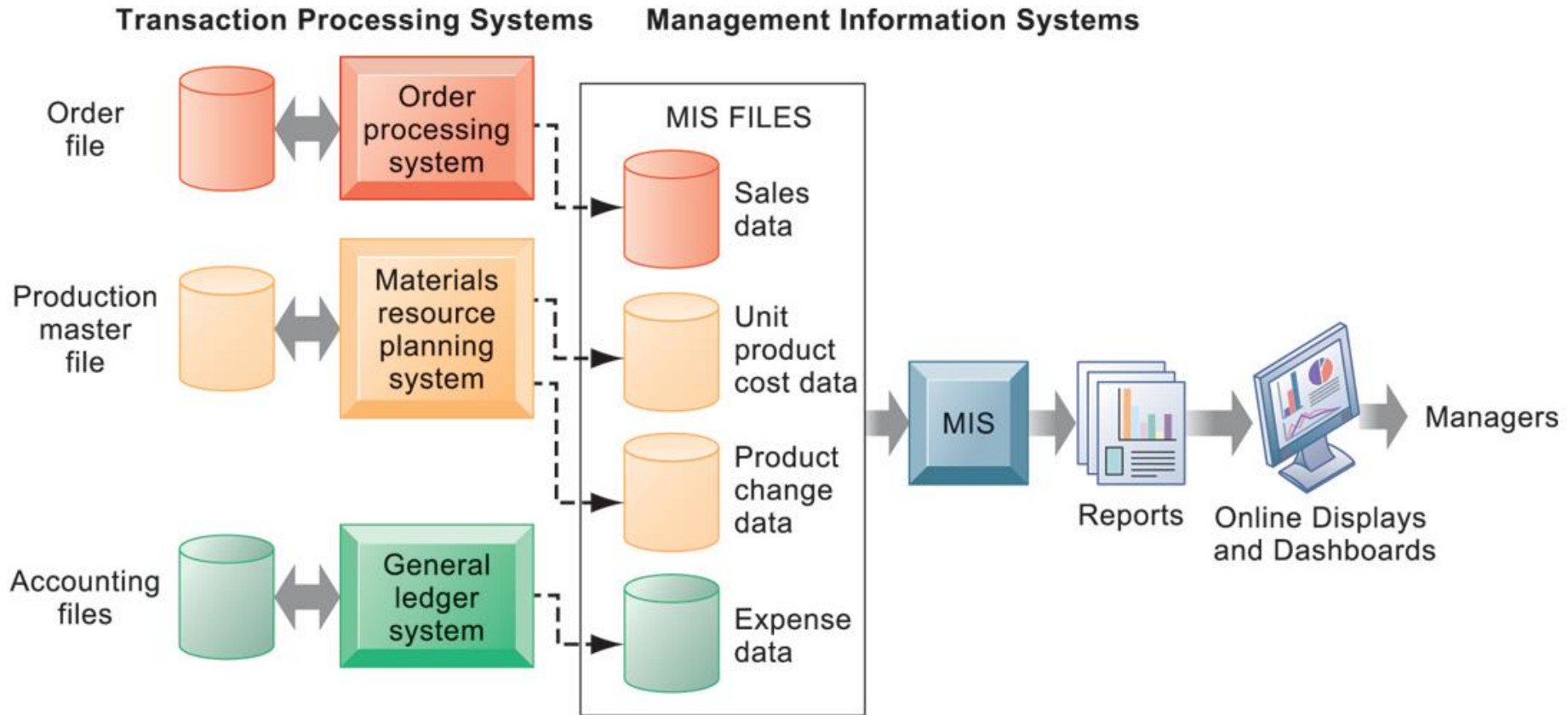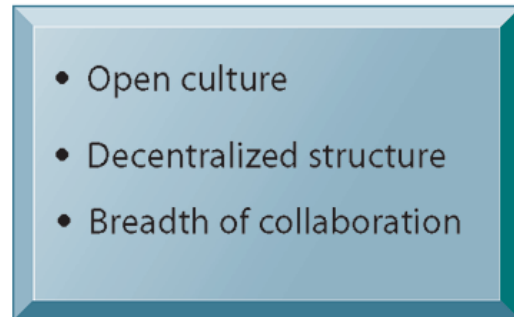
Voyage-Estimating Decision Support System

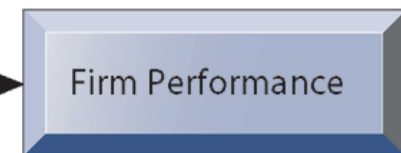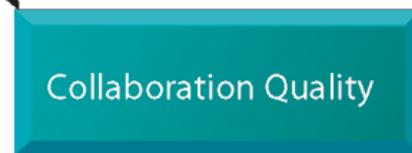# Enterprise Application Architecture

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

Collaboration Quality → Firm Performance
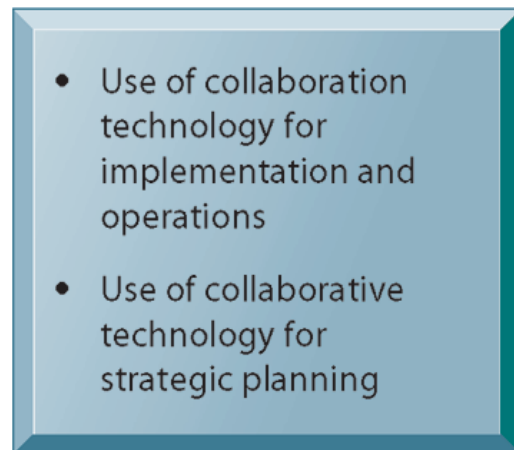
The Time/Space Collaboration Tool Matrix

Source: Kenneth C. Laudon & Jane P. Laudon (2014), Management Information Systems: Managing the Digital Firm, Thirteenth Edition, Pearson.
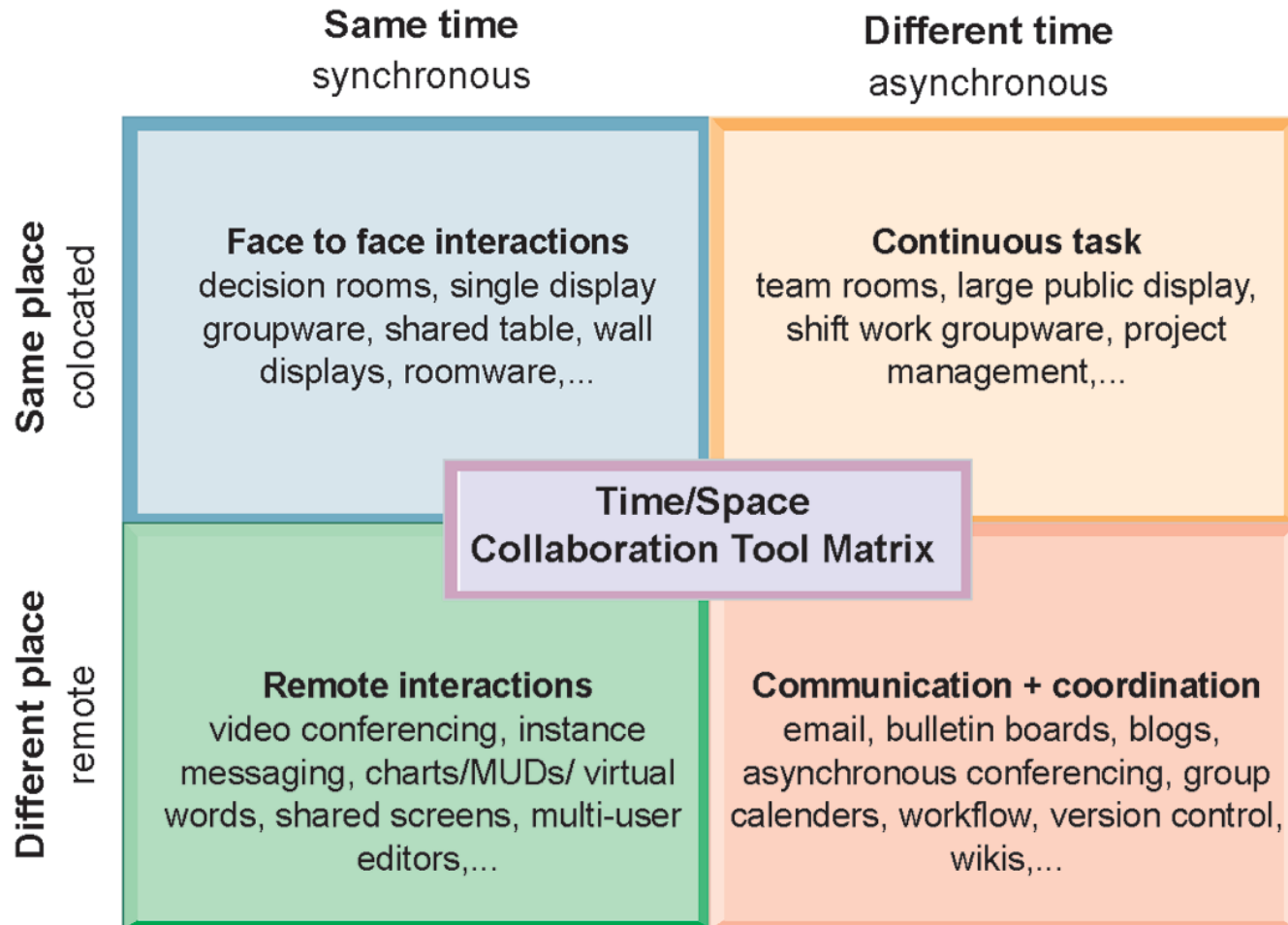
The Information Systems Function in Business

- Information systems department:
  - Formal organizational unit responsible for information technology services
  - Often headed by chief information officer (CIO)
    - Other senior positions include chief security officer (CSO), chief knowledge officer (CKO), chief privacy officer (CPO)
  - Programmers
  - Systems analysts
  - Information systems managers

The Information Systems Function in Business

- End users
  - Representatives of other departments for whom applications are developed
  - Increasing role in system design, development
- IT Governance:
  - Strategies and policies for using IT in the organization
  - Decision rights
  - Accountability
  - Organization of information systems function
    - Centralized, decentralized, and so on

Case Study: Starbucks (Chap. 3) (pp.129-130)

Technology Helps Starbucks Find New Ways to Compete

1. Analyze Starbucks using the competitive forces and value chain models.

2. What is Starbucks' business strategy? Assess the role played by technology in this business strategy.

3. How much has technology helped Starbucks compete? Explain your answer.

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 (2014), Management Information Systems: Managing the Digital Firm, Thirteenth Edition, Pearson.

- Kenneth C. Laudon & Jane P. Laudon原著，游張松 主編，陳文生 翻譯 (2014)，資訊管理系統，第13版，滄海