Case Study for Information Management

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

Min-Yuh Day
Assistant Professor

Dept. of Information Management, Tamkang University

http://mail.tku.edu.tw/myday/
2015-09-29
<table>
<thead>
<tr>
<th>週次 (Week)</th>
<th>日期 (Date)</th>
<th>內容 (Subject/Topics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2015/09/15, 17</td>
<td>Introduction to Case Study for Information Management</td>
</tr>
<tr>
<td>2</td>
<td>2015/09/22, 24</td>
<td>Information Systems in Global Business: UPS (Chap. 1) (pp.53-54)</td>
</tr>
<tr>
<td>3</td>
<td>2015/09/29, 10/01</td>
<td>Global E-Business and Collaboration: P&amp;G (Chap. 2) (pp.84-85)</td>
</tr>
<tr>
<td>4</td>
<td>2015/10/06, 08</td>
<td>Information Systems, Organization, and Strategy: Starbucks (Chap. 3) (pp.129-130)</td>
</tr>
<tr>
<td>5</td>
<td>2015/10/13, 15</td>
<td>Ethical and Social Issues in Information Systems: Facebook (Chap. 4) (pp.188-190)</td>
</tr>
<tr>
<td>週次 (Week)</td>
<td>日期 (Date)</td>
<td>內容 (Subject/Topics)</td>
</tr>
<tr>
<td>------------</td>
<td>------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>6</td>
<td>2015/10/20, 22</td>
<td>IT Infrastructure and Emerging Technologies: Amazon and Cloud Computing (Chap. 5) (pp. 234-236)</td>
</tr>
<tr>
<td>7</td>
<td>2015/10/27, 29</td>
<td>Foundations of Business Intelligence: IBM and Big Data (Chap. 6) (pp.261-262)</td>
</tr>
<tr>
<td>8</td>
<td>2015/11/03, 05</td>
<td>Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7) (pp.318-320)</td>
</tr>
<tr>
<td>9</td>
<td>2015/11/10, 12</td>
<td>Midterm Report (期中報告)</td>
</tr>
<tr>
<td>10</td>
<td>2015/11/17, 19</td>
<td>期中考試週</td>
</tr>
<tr>
<td>週次</td>
<td>日期</td>
<td>內容（Subject/Topics）</td>
</tr>
<tr>
<td>------</td>
<td>------------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>11</td>
<td>2015/11/24, 26</td>
<td>Enterprise Applications: Summit and SAP (Chap. 9) (pp.396-398)</td>
</tr>
<tr>
<td>12</td>
<td>2015/12/01, 03</td>
<td>E-commerce: Zagat (Chap. 10) (pp.443-445)</td>
</tr>
<tr>
<td>13</td>
<td>2015/12/08, 10</td>
<td>Enhancing Decision Making: Zyng (Chap. 12) (pp.512-514)</td>
</tr>
<tr>
<td>14</td>
<td>2015/12/15, 17</td>
<td>Building Information Systems: USAA (Chap. 13) (pp.547-548)</td>
</tr>
<tr>
<td>15</td>
<td>2015/12/22, 24</td>
<td>Managing Projects: NYCAPS and CityTime (Chap. 14) (pp.586-588)</td>
</tr>
<tr>
<td>16</td>
<td>2015/12/29, 31</td>
<td>Final Report I (期末報告 I)</td>
</tr>
<tr>
<td>17</td>
<td>2016/01/05, 07</td>
<td>Final Report II (期末報告 II)</td>
</tr>
<tr>
<td>18</td>
<td>2016/01/12, 14</td>
<td>期末考試週</td>
</tr>
</tbody>
</table>
Chap. 2
Global E-Business and Collaboration: P&G
Case Study: P&G (Chap. 2) (pp.84-85)

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

Business Challenges

Management

Organization

Technology

Information System

Business Solutions

The Order Fulfillment Process

1. Sales
   - Generate order
   - Submit order

2. Accounting
   - Check credit
   - Approve credit
   - Generate invoice

3. Manufacturing and Production
   - Assemble product
   - Ship product

A Payroll TPS

Employee Data

Payroll System

To General Ledger

Employee/File database

Management reports

To government agencies

Employee paychecks

Payroll data on master file

Employee Number
Name
Address
Pay rate
Gross pay
Federal tax
FICA
Medicare
State tax
Net pay
Earnings (YTD)

Online queries

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

Transaction Processing Systems

- Order file
- Production master file
- Accounting files

Order processing system
Materials resource planning system
General ledger system

Management Information Systems

MIS FILES
- Sales data
- Unit product cost data
- Product change data
- Expense data

MIS

Reports
Online Displays and Dashboards

Managers

Voyage-Estimating
Decision Support System

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

- **Same place (colocated):**
  - **Same time (synchronous):** Face to face interactions, decision rooms, single display groupware, shared table, wall displays, roomware, ...
  - **Different time (asynchronous):** Continuous task, team rooms, large public display, shift work groupware, project management, ...

- **Different place (remote):**
  - **Same time (synchronous):** Remote interactions, video conferencing, instance messaging, charts/MUDs/virtual words, shared screens, multi-user editors, ...
  - **Different time (asynchronous):** Communication + coordination, email, bulletin boards, blogs, asynchronous conferencing, group calendars, workflow, version control, wikis, ...

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原著，游張松 主編，陳文生 翻譯 (2014)，資訊管理系統，第13版，滄海