Case Study for Information Management

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

1041CSIM4C03
TLMXB4C (M1824)
Tue 2 (9:10-10:00) L212
Thu 7,8 (14:10-16:00) 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>Week</th>
<th>Date</th>
<th>Content</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>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>週次</th>
<th>日期</th>
<th>內容（Subject/Topics）</th>
</tr>
</thead>
<tbody>
<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: Zynga (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

- Management
- Organization
- Technology
- Business Challenges
- Information System
- Business Solutions

The Order Fulfillment Process

A Payroll TPS

**Employee Data**
- Employee/FILE database

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

**To General Ledger**
- Management reports

**To government agencies**
- Employee paychecks
- Online queries

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

Suppliers, Business Partners

Processes
Enterprise Systems

Supply Chain Management Systems

Processes

Processes

Customer Relationship Management Systems

Knowledge Management Systems

FUNCTIONAL AREAS

Sales and Marketing
Manufacturing and Production
Finance and Accounting
Human Resources

Customers, Distributors

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

**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,...

**Same place collocated**
- Time/Space Collaboration Tool Matrix

**Different place remote**
- Remote interactions
  - video conferencing, instance messaging, charts/MUDs/ virtual words, shared screens, multi-user editors,...

- 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