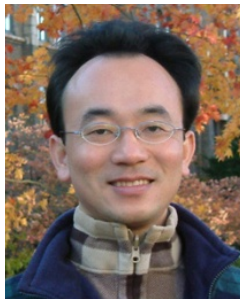


Hot Issues of Information Management
Telecommunications, the Internet, and
Wireless Technology:
Google, Apple, and Microsoft (Chap. 7)

1051IM4B08

TLMXB4B (M0842)

Tue 3,4 (10:10-12:00) B507



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/>

2016-11-29



課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2016/09/13	Introduction to Case Study for Information Management Hot Topics
2	2016/09/20	Information Systems in Global Business: UPS (Chap. 1) (pp.53-54)
3	2016/09/27	Global E-Business and Collaboration: P&G (Chap. 2) (pp.84-85) (Typhoon Day Off)
4	2016/10/04	Global E-Business and Collaboration: P&G (Chap. 2) (pp.84-85)
5	2016/10/11	Information Systems, Organization, and Strategy: Starbucks (Chap. 3) (pp.129-130)

課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
6	2016/10/18	Ethical and Social Issues in Information Systems: Facebook (Chap. 4) (pp.188-190)
7	2016/10/25	IT Infrastructure and Emerging Technologies: Amazon and Cloud Computing (Chap. 5) (pp. 234-236)
8	2016/11/01	IT Infrastructure and Emerging Technologies: Amazon and Cloud Computing (Chap. 5) (pp. 234-236)
9	2016/11/08	Foundations of Business Intelligence: IBM and Big Data (Chap. 6) (pp.261-262)
10	2016/11/15	期中考試週
11	2016/11/22	Midterm Report (期中報告)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
12	2016/11/29	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7) (pp.318-320)
13	2016/12/06	Enterprise Applications: Summit and SAP (Chap. 9) (pp.396-398)
14	2016/12/13	E-commerce: Zagat (Chap. 10) (pp.443-445)
15	2016/12/20	Enhancing Decision Making: Zynga (Chap. 12) (pp.512-514)
16	2016/12/27	Final Report I (期末報告 I)
17	2017/01/03	Final Report II (期末報告 II)
18	2017/01/10	期末考試週

Management Information Systems:

Managing the Digital Firm

1 Organization, Management, and the Networked Enterprise

2 Information Technology Infrastructure

3 Key System Applications for the Digital Age

4 Building and Managing Systems

Chap. 7

**Telecommunications, the Internet,
and Wireless Technology:
Google, Apple, and Microsoft**

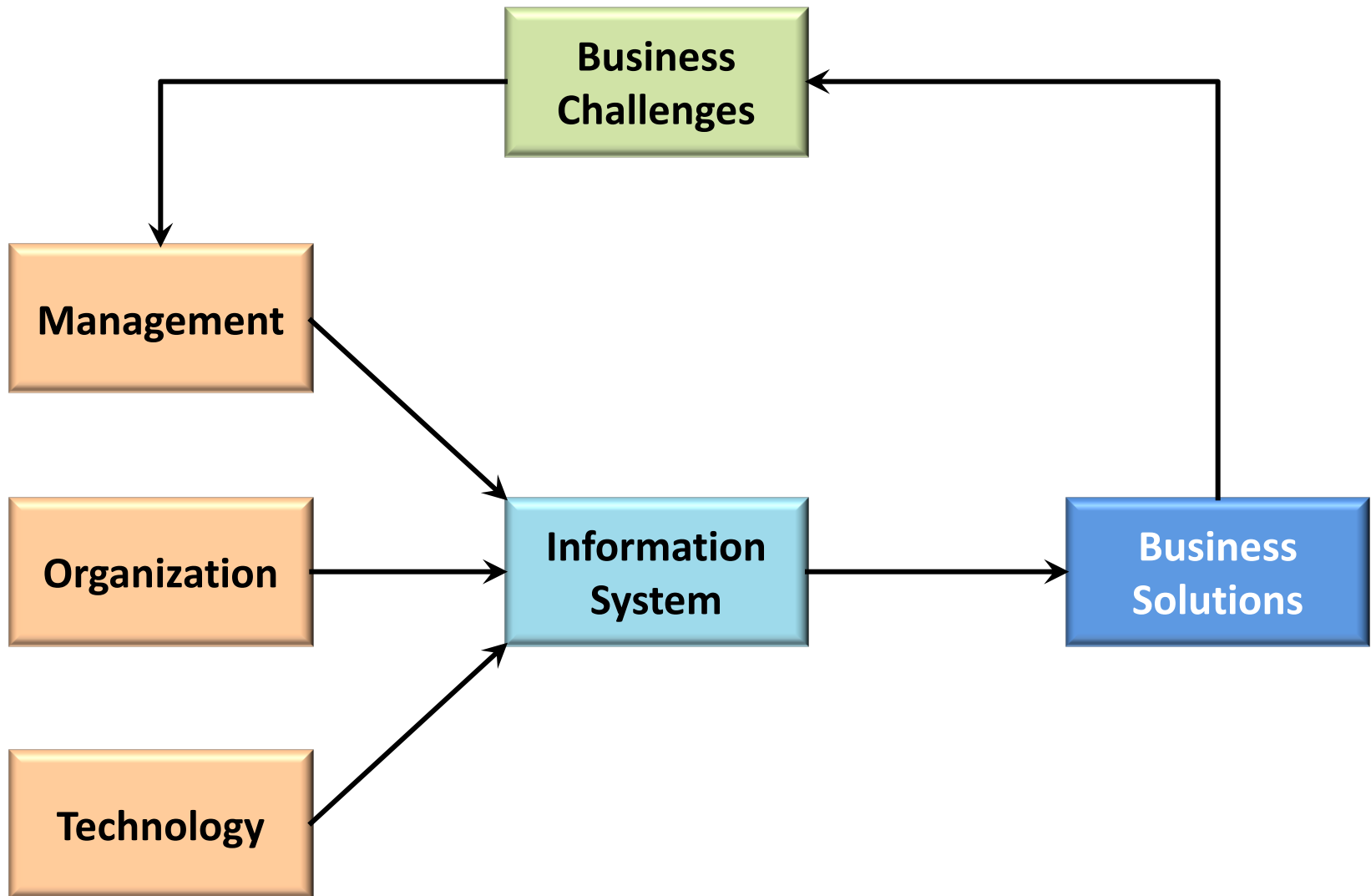
Case Study:

Google, Apple, and Microsoft (Chap. 7) (pp. 318-320)

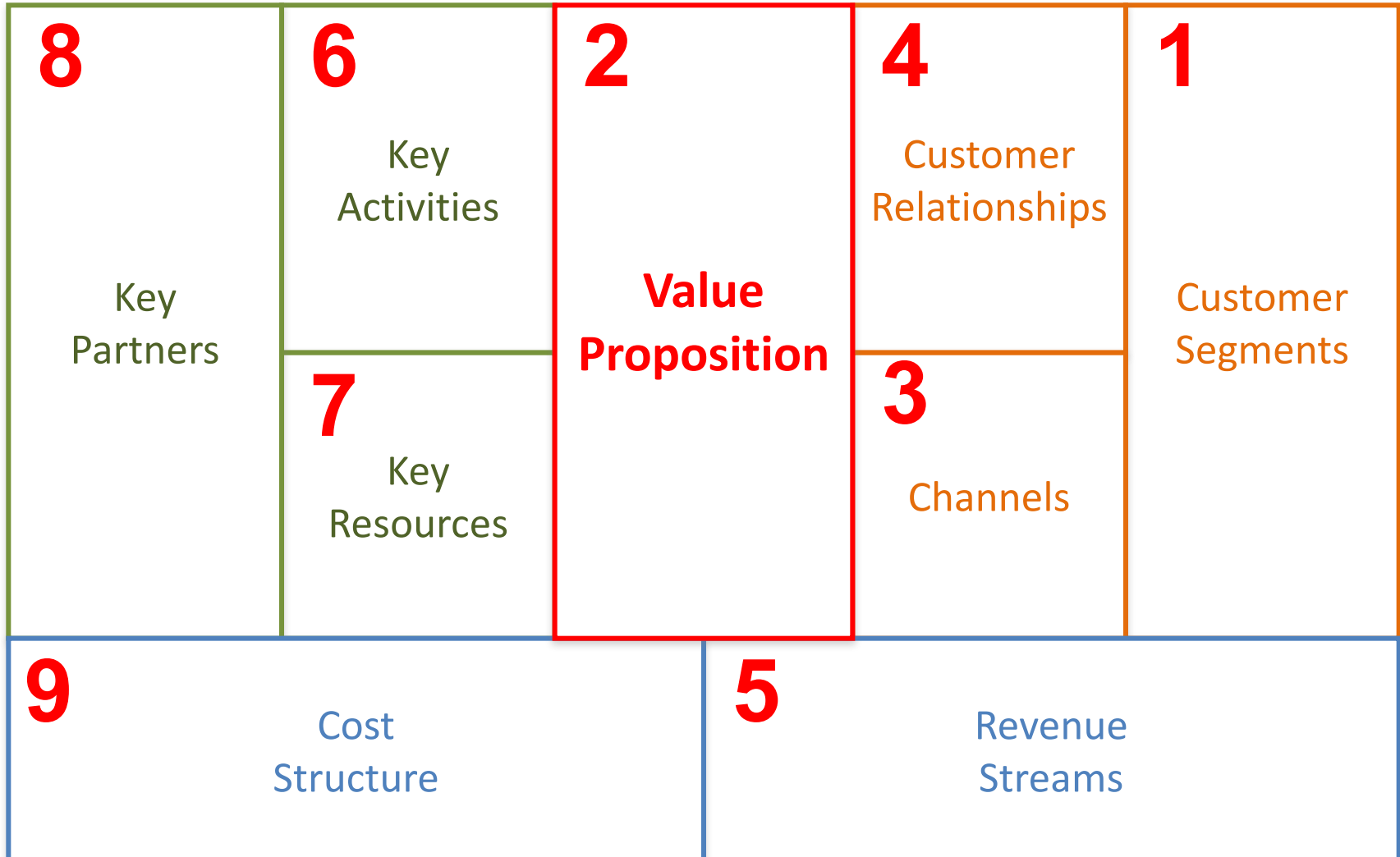
Apple, Google, and Microsoft Battle for Your Internet Experience

1. Define and compare the business models and areas of strength of Apple, Google, and Microsoft.
2. Why is mobile computing so important to these three firms? Evaluate the mobile platform offerings of each firm.
3. What is the significance of applications and app stores, and closed vs. open app standards to the success or failure of mobile computing?
4. Which company and business model do you believe will prevail in this epic struggle? Explain your answer.
5. What difference would it make to a business or to an individual consumer if Apple, Google, or Microsoft dominated the Internet experience? Explain your answer.

Overview of Fundamental MIS Concepts



Business Model



Understanding **Business Model**

- **Business Model**
- Revenue Model
- Business Strategy
- Business Strategy and Information System Alignment

Business Model

Value

Definition of Business Model

A business model
describes the rationale of
how an organization
creates, delivers, and captures
value.

E-commerce

Business Models

1. Portal
2. E-tailer
3. Content Provider
4. Transaction Broker
5. Market Creator
6. Service Provider
7. Community Provider

E-commerce

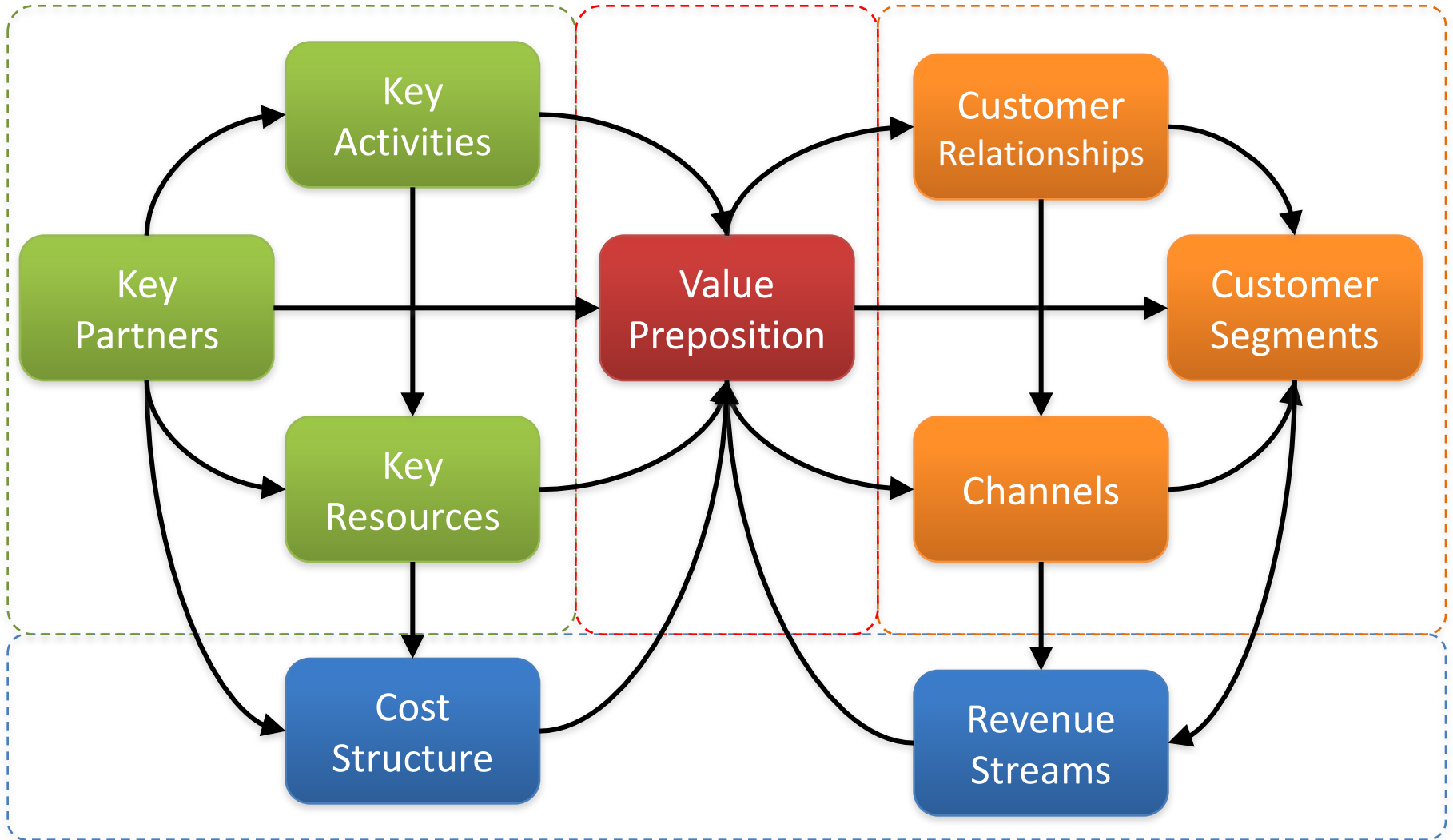
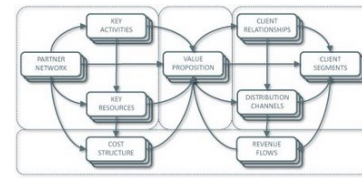
Revenue Models

1. Advertising
2. Sales
3. Subscription
4. Free/Freemium
5. Transaction Fee
6. Affiliate

Types of E-commerce

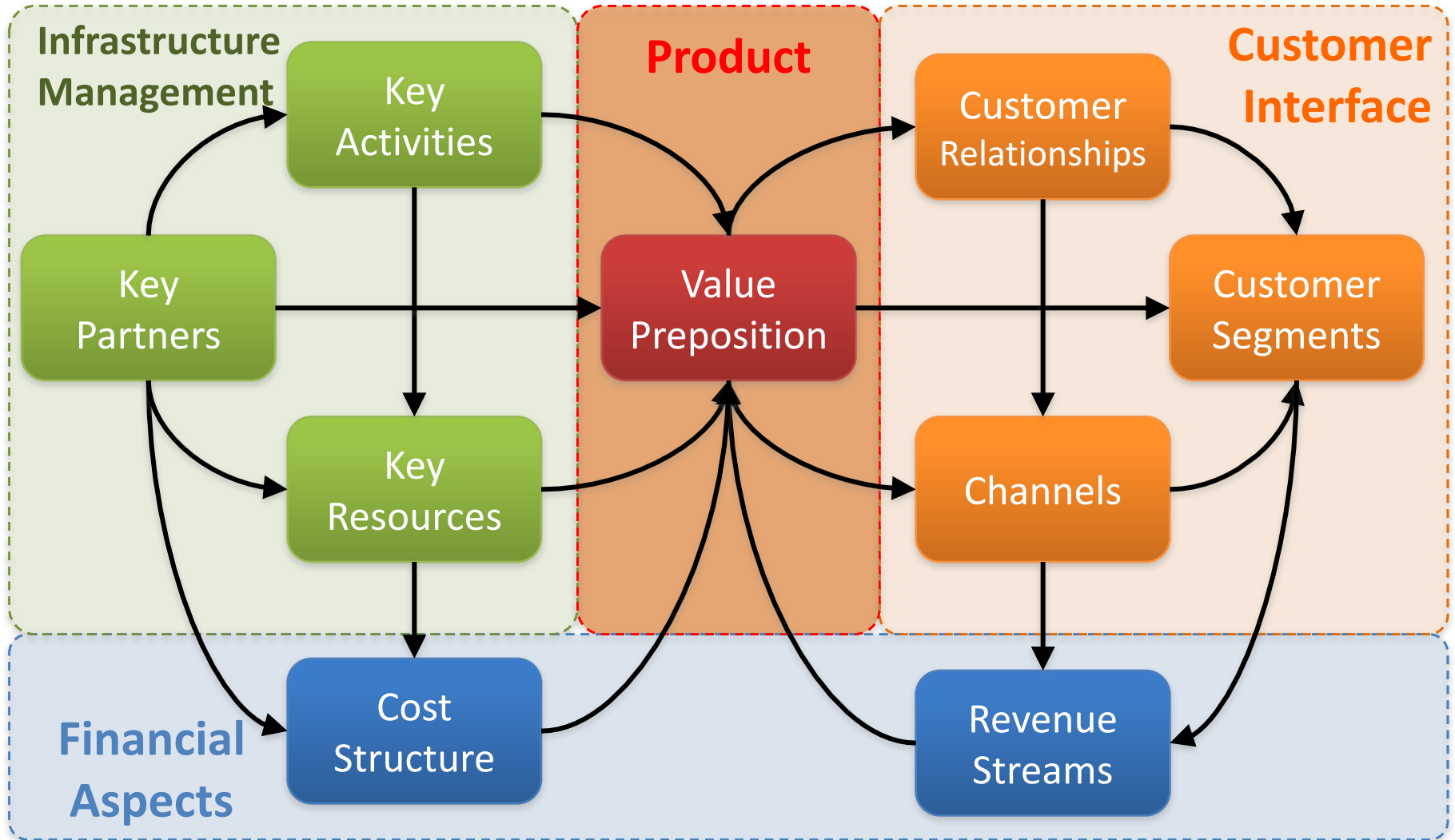
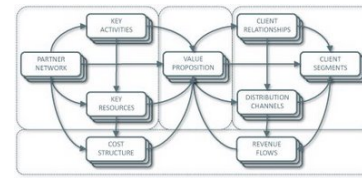
1. Business-to-consumer (B2C)
2. Business-to-business (B2B)
3. Consumer-to-consumer (C2C)
4. Mobile commerce (m-commerce)

Business Model Canvas



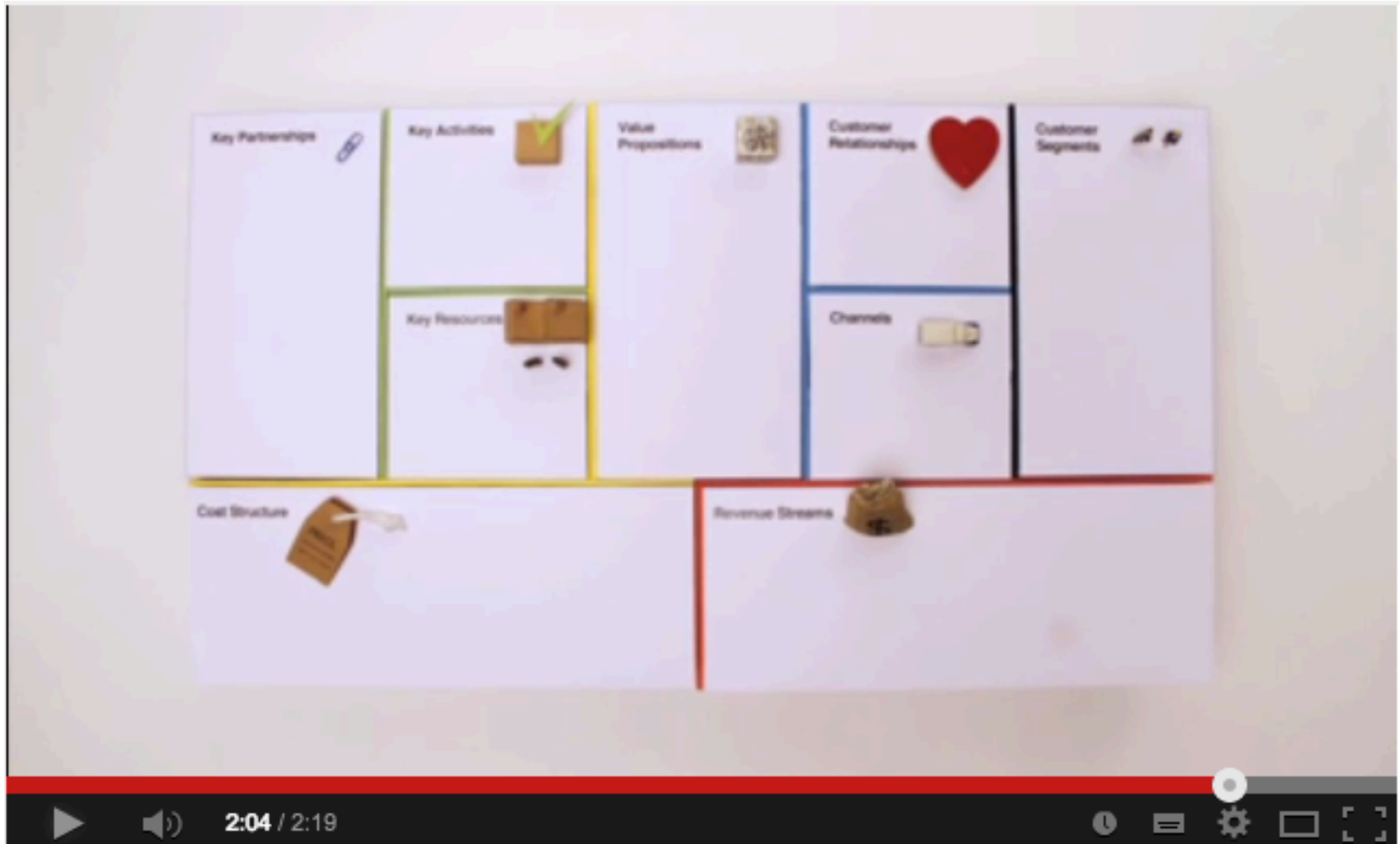
Source: http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

Business Model Canvas

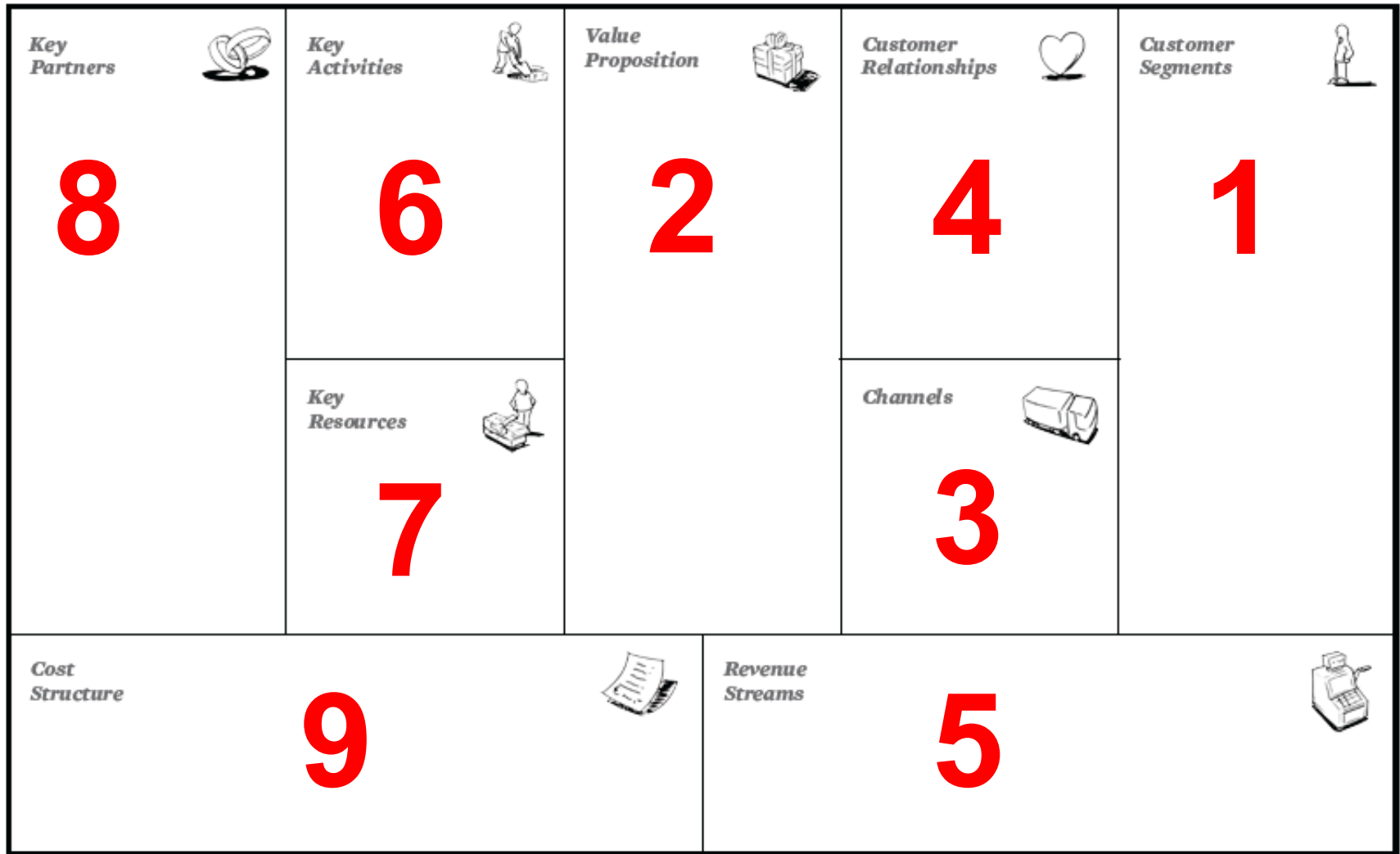


Source: http://nonlinearthinking.typepad.com/nonlinear_thinking/2008/07/the-business-model-canvas.html
<https://www.youtube.com/watch?v=QoAOzMTLP5s>

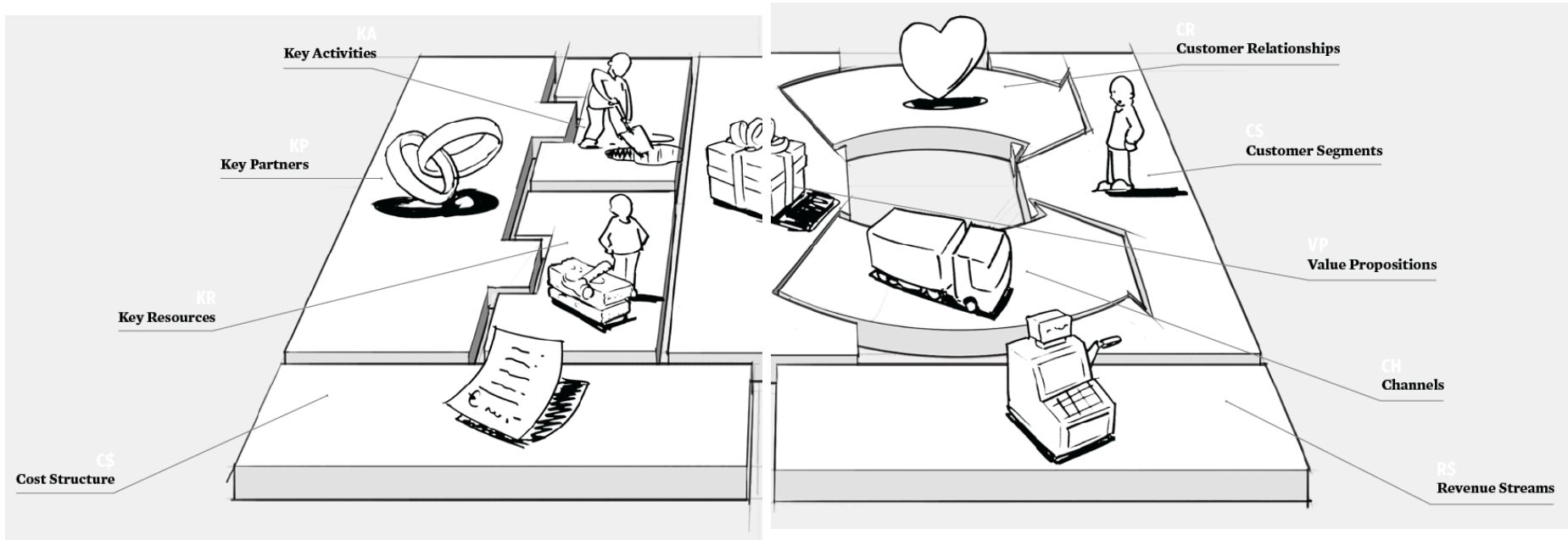
Business Model Canvas Explained



The 9 Building Blocks of Business Model



The 9 Building Blocks of Business Model



The 9 Building Blocks of Business Model

1. Customer Segments

- An organization serves one or several Customer Segments.

2. Value Propositions

- It seeks to solve customer problems and satisfy customer needs with value propositions.

3. Channels

- Value propositions are delivered to customers through communication, distribution, and sales Channels.

4. Customer Relationships

- Customer relationships are established and maintained with each Customer Segment.

The 9 Building Blocks of Business Model

5. Revenue Streams

- Revenue streams result from value propositions successfully offered to customers.

6. Key Resources

- Key resources are the assets required to offer and deliver the previously described elements...

7. Key Activities

- ...by performing a number of Key Activities.

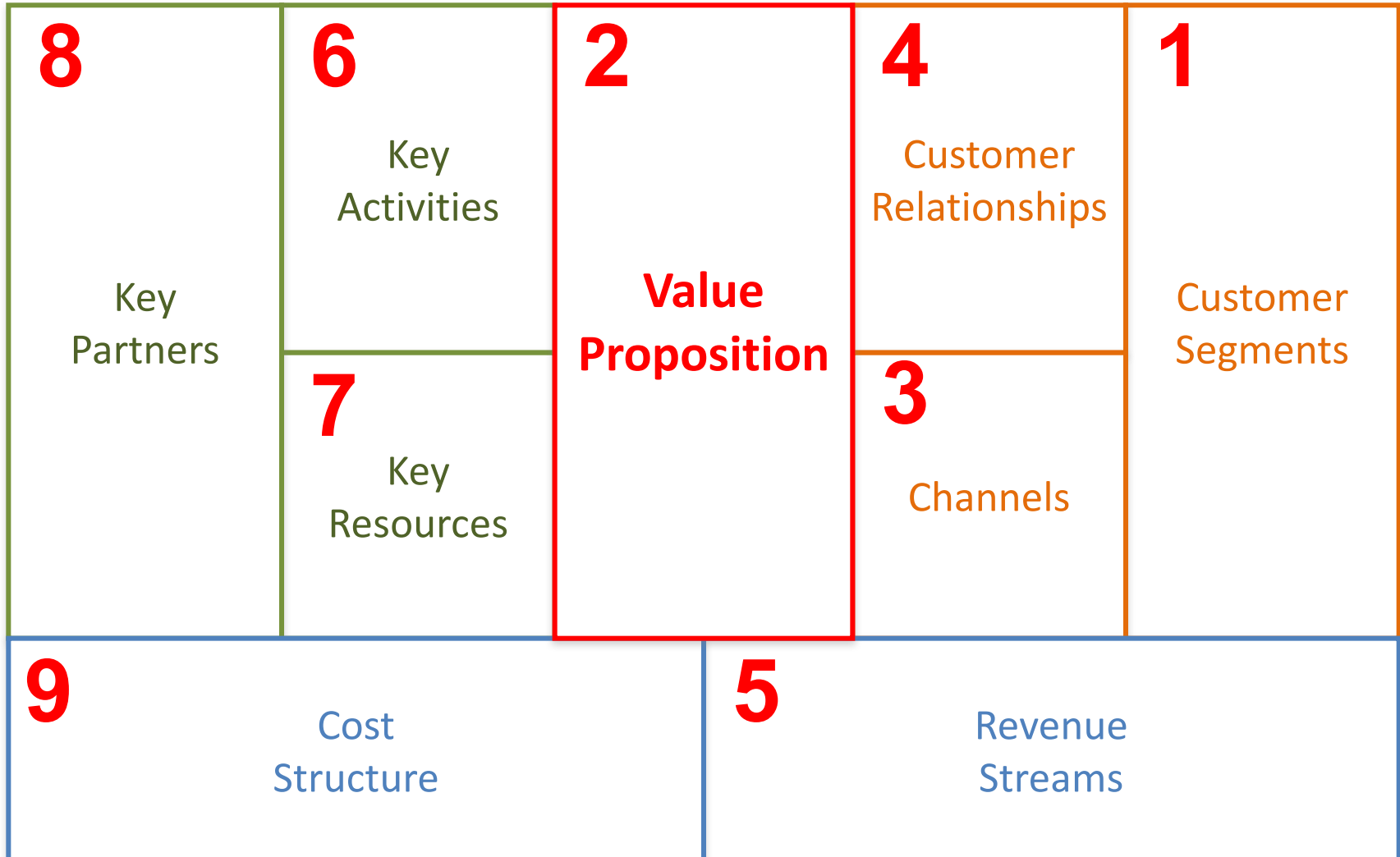
8. Key Partnerships

- Some activities are outsourced and some resources are acquired outside the enterprise.

9. Cost Structure

- The business model elements result in the cost structure.

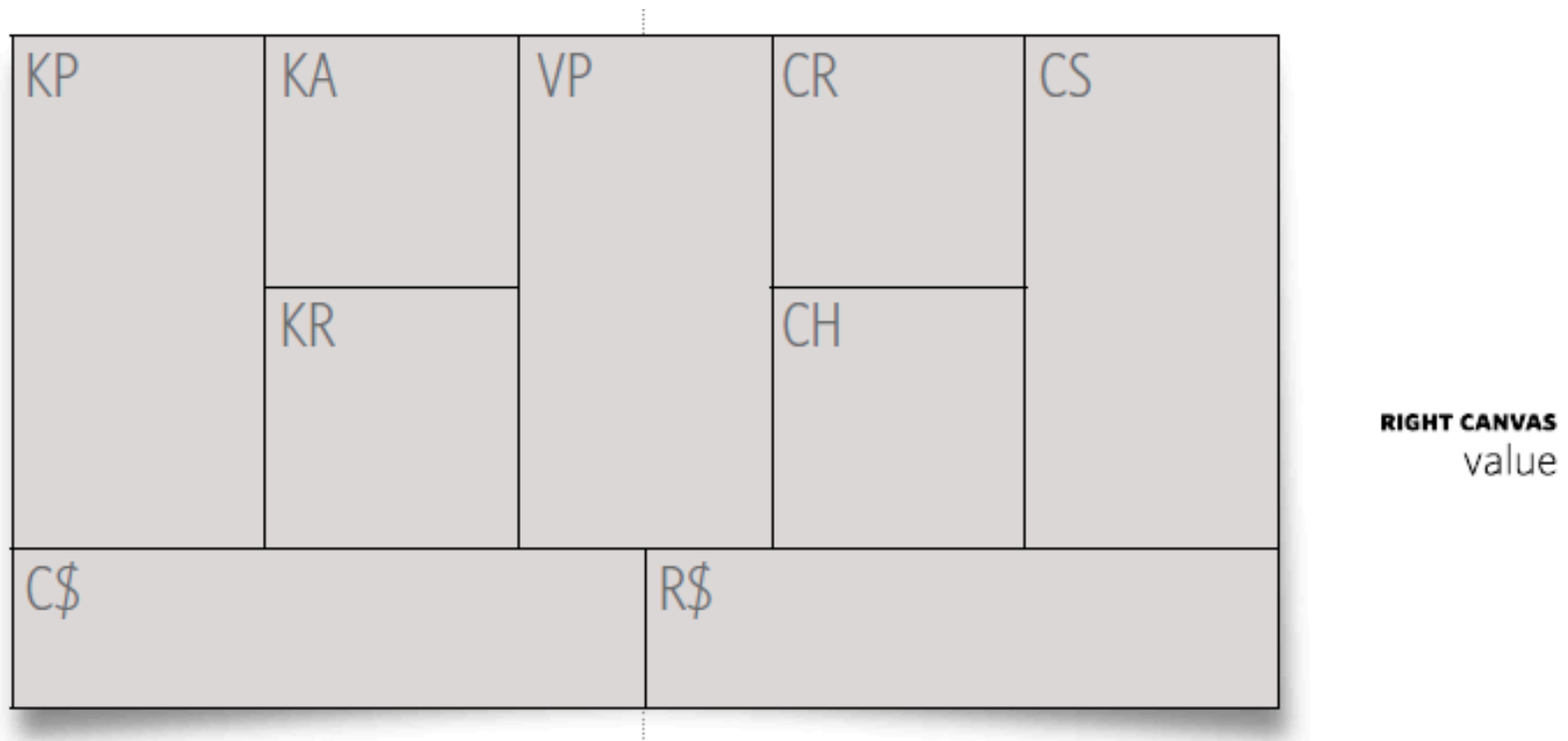
Business Model



Business Model Generation



Business Model Generation



Production and Logistics

Anything beyond content creation is outsourced to readily available service providers.

Differentiation

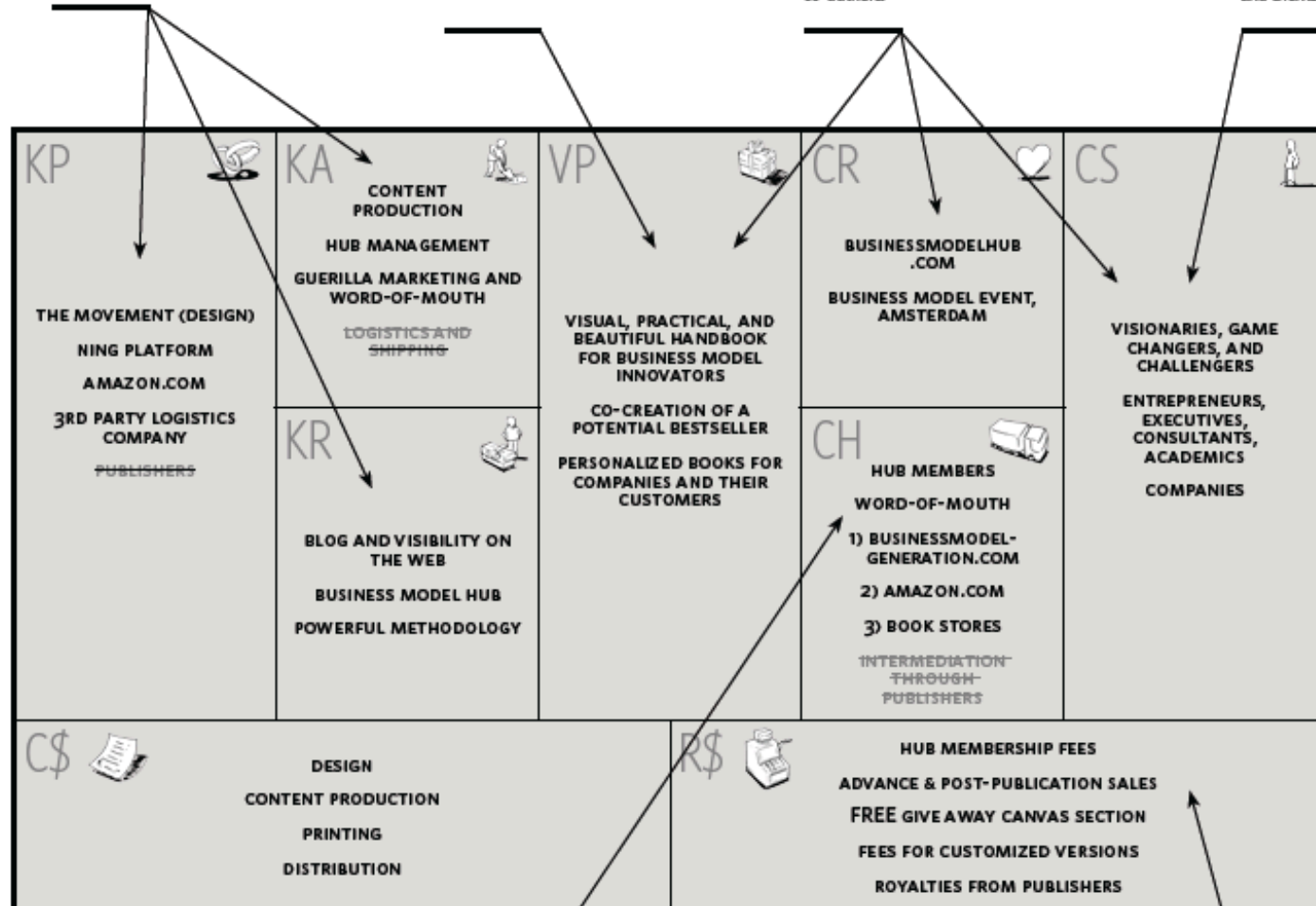
An entirely different format, business model, and story for the book makes it stand out in a crowded market.

Community

The book is co-created with practitioners from around the world who feel ownership thanks to attribution as contributing co-authors.

Buyers

Paying customers are not only readers, but co-creators and companies that want customized books for their employees and clients.



THE CANVAS OF BUSINESS MODEL GENERATION

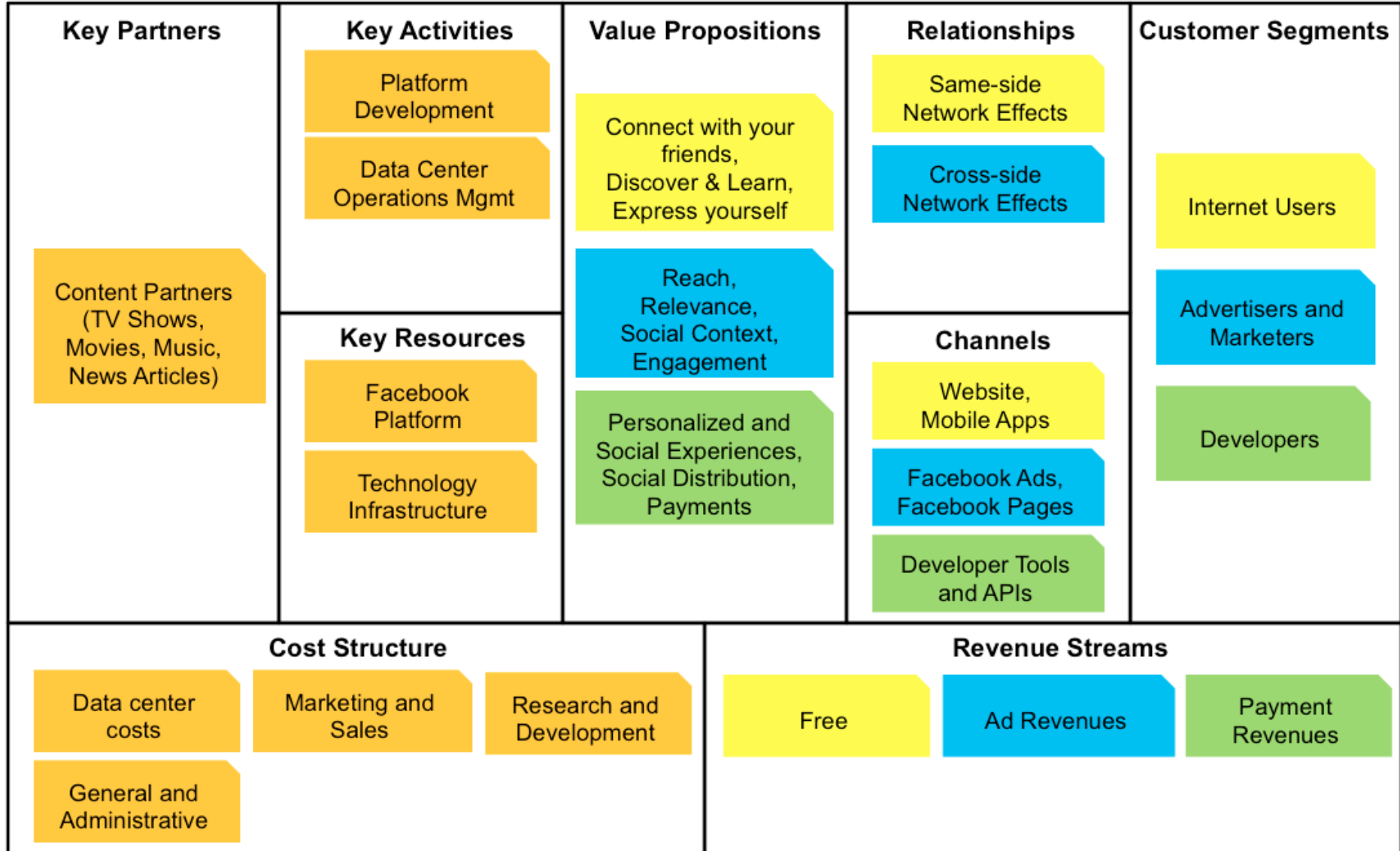
Reach

A mix of direct and indirect Channels and a phased approach optimizes reach and margins. The story of the book lends itself well to viral marketing and word-of-mouth promotion.

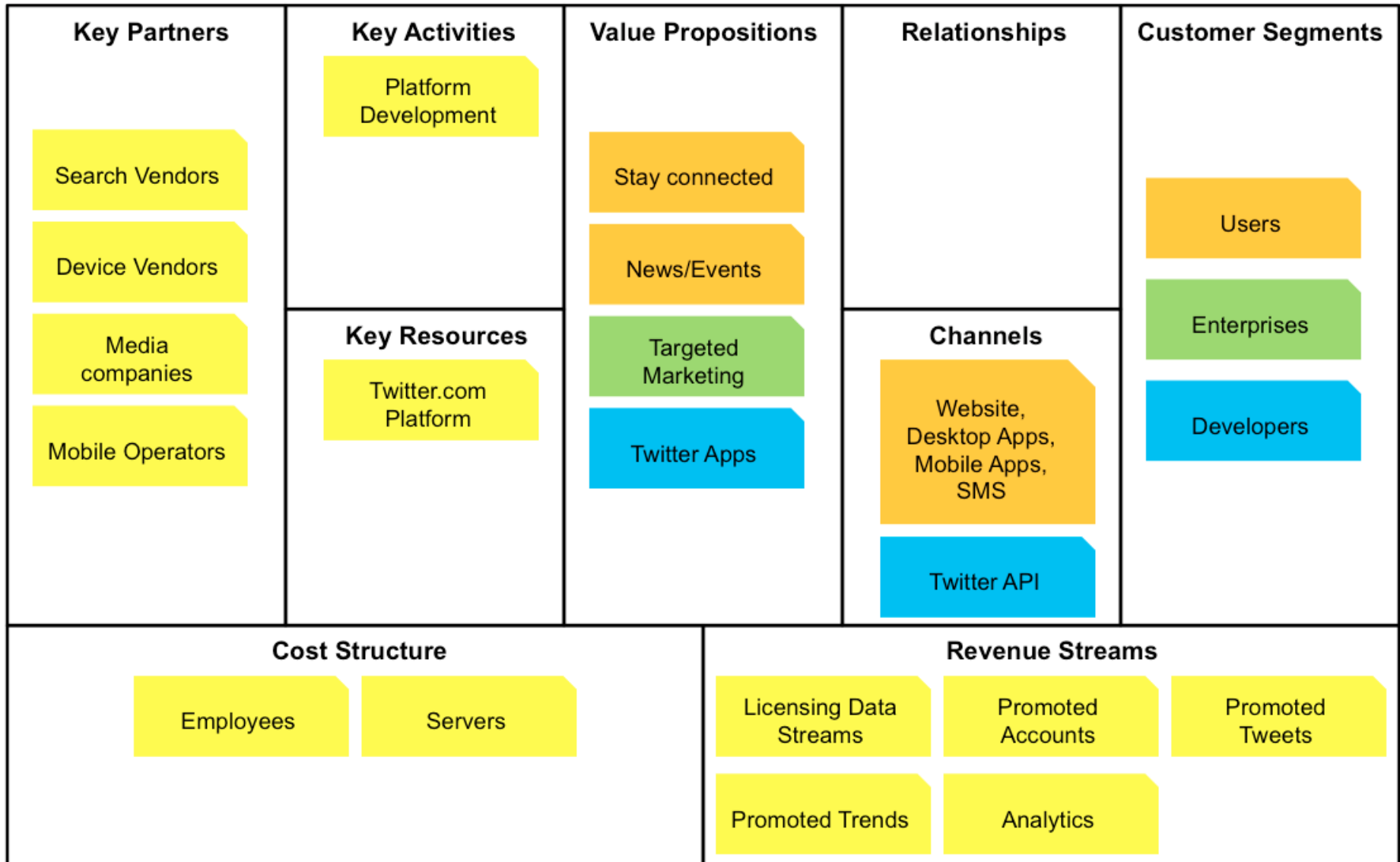
Revenues

The book was financed through advanced sales and fees paid by co-creators. Additional revenues come from customized versions for companies and their clients.

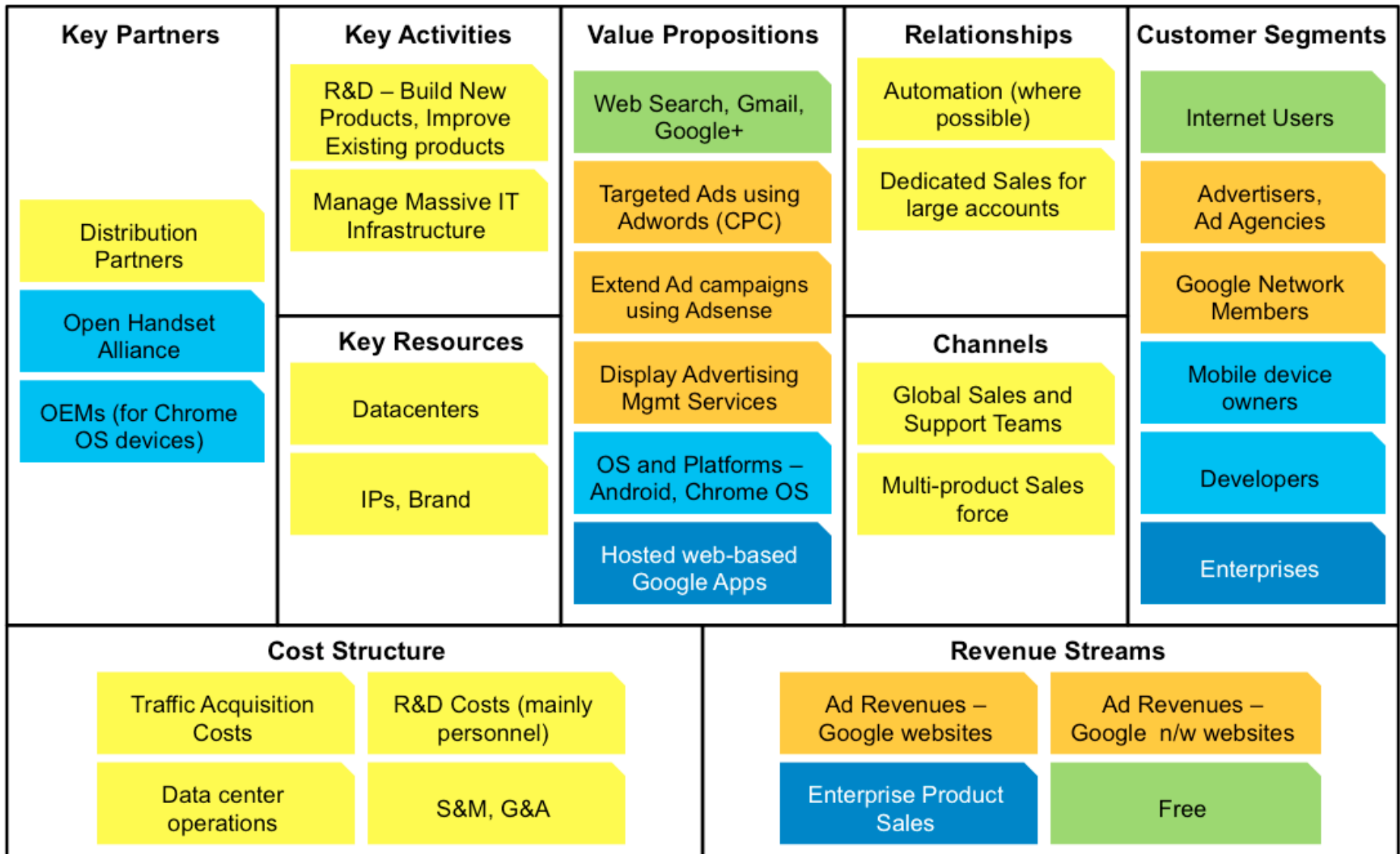
Facebook – World's leading Social Networking Site (SNS)



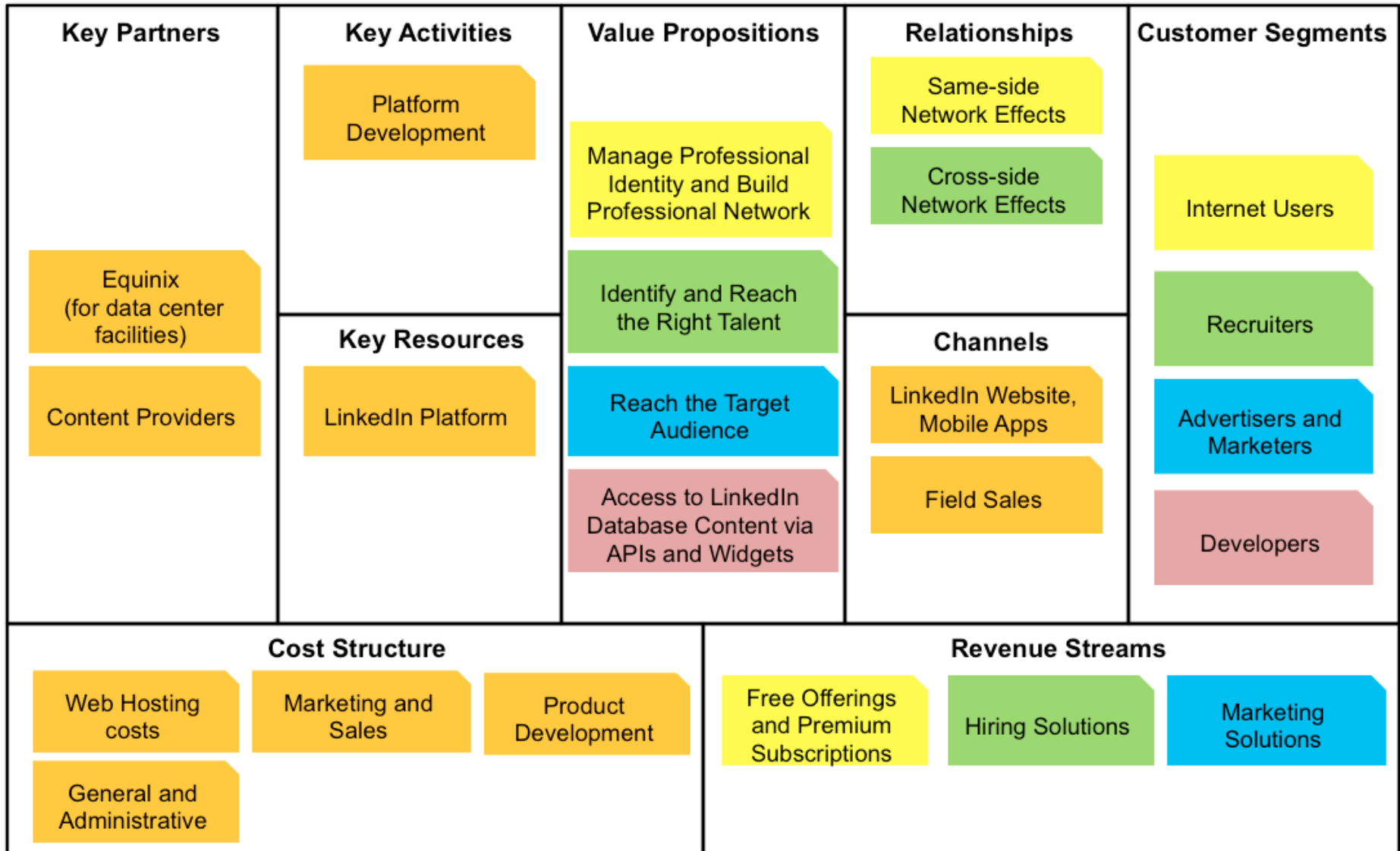
Twitter Business Model



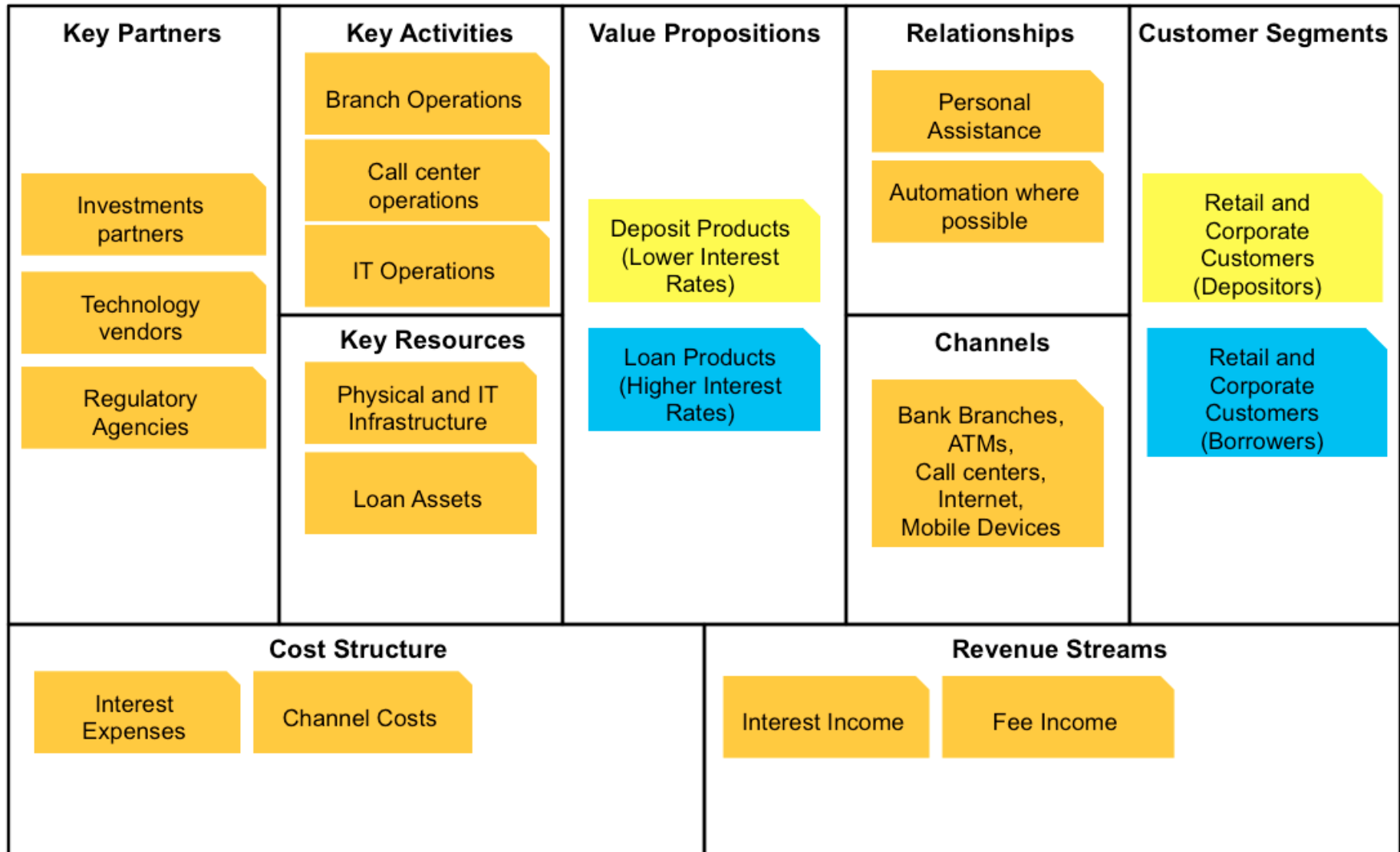
Google Business Model



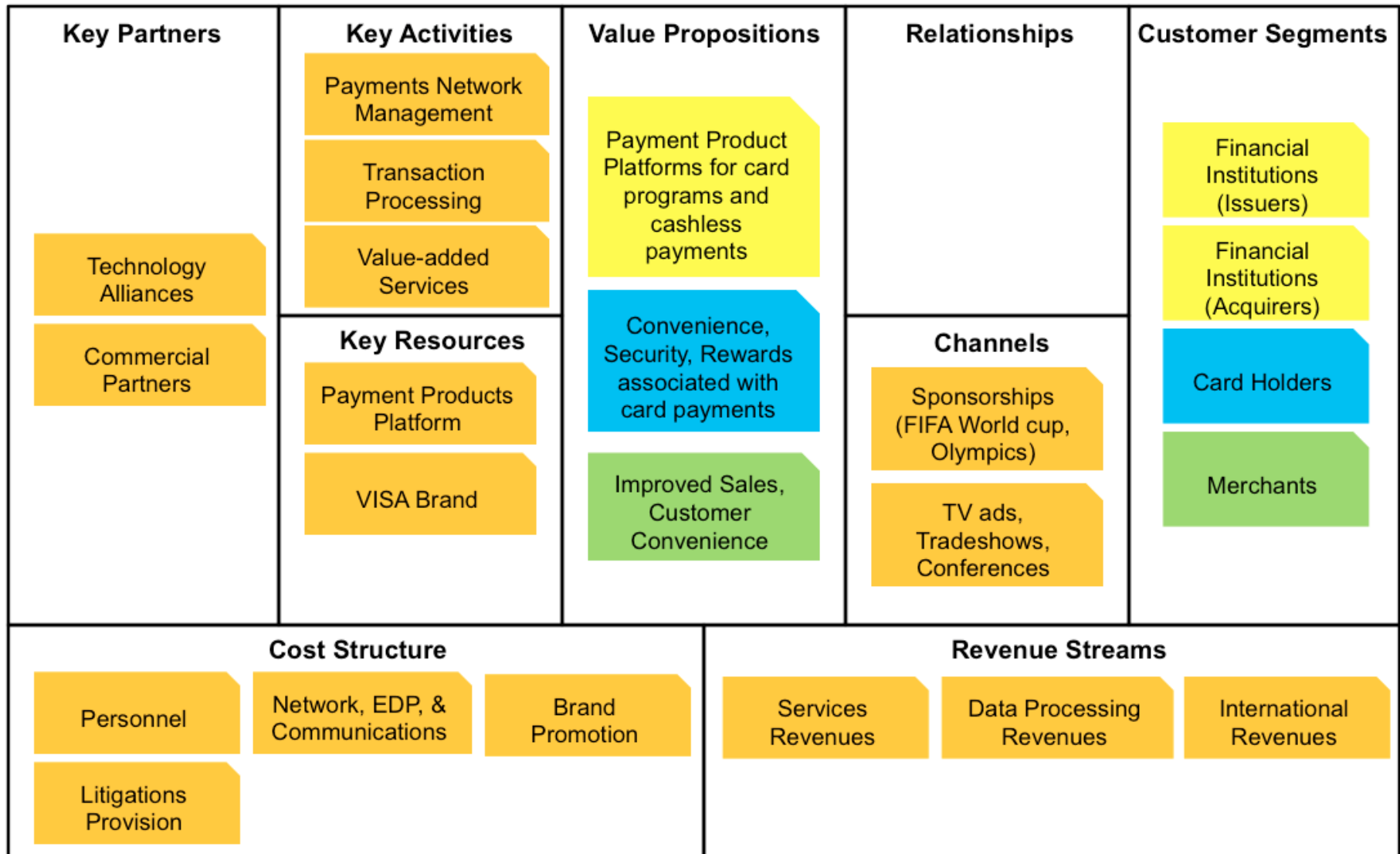
LinkedIn – World's Largest Professional Network



Business Model of Banking companies



VISA – Leader in Global Payments Industry



Customer Value

Marketing

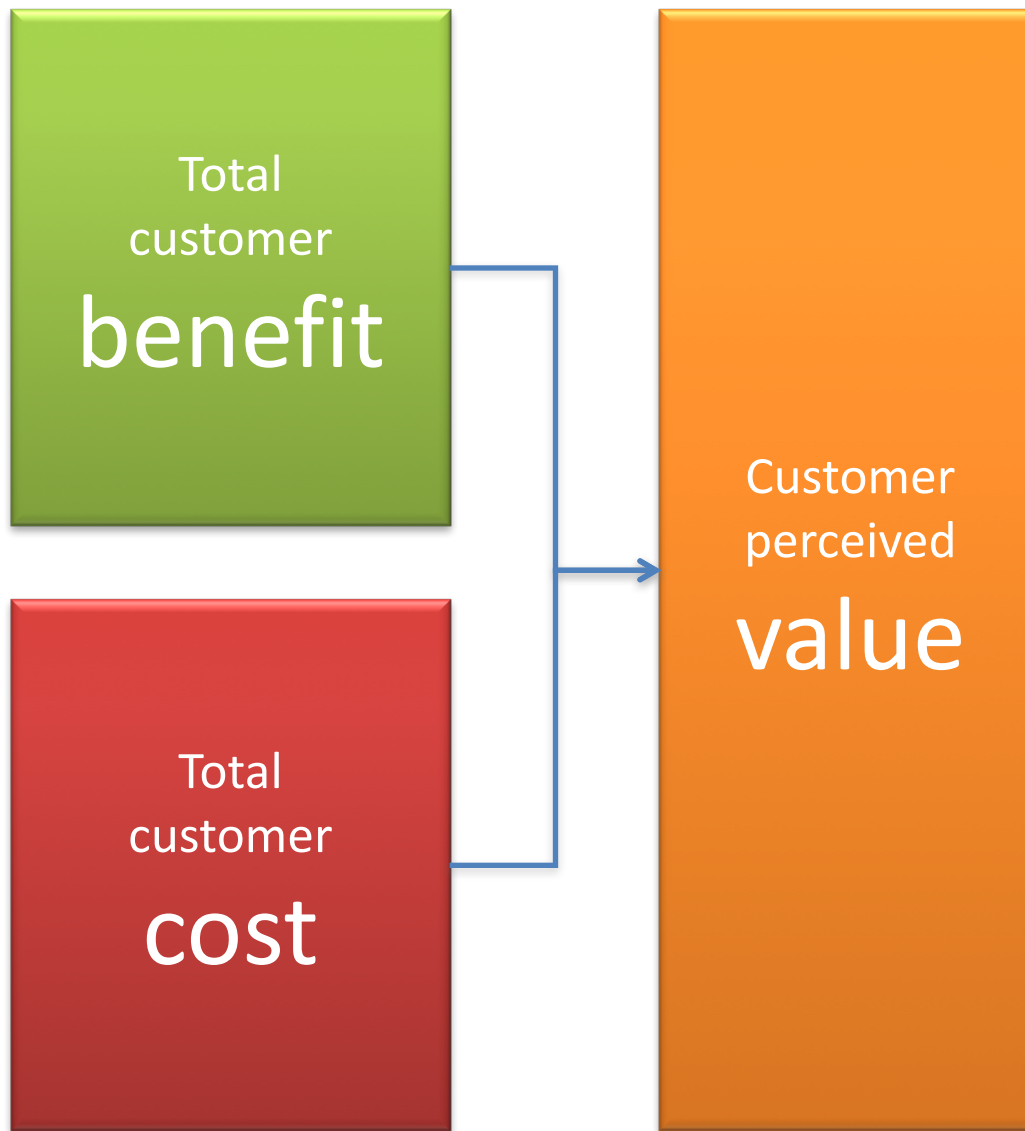
**“Meeting
needs
profitably”**

Value

the sum of the
tangible and
intangible

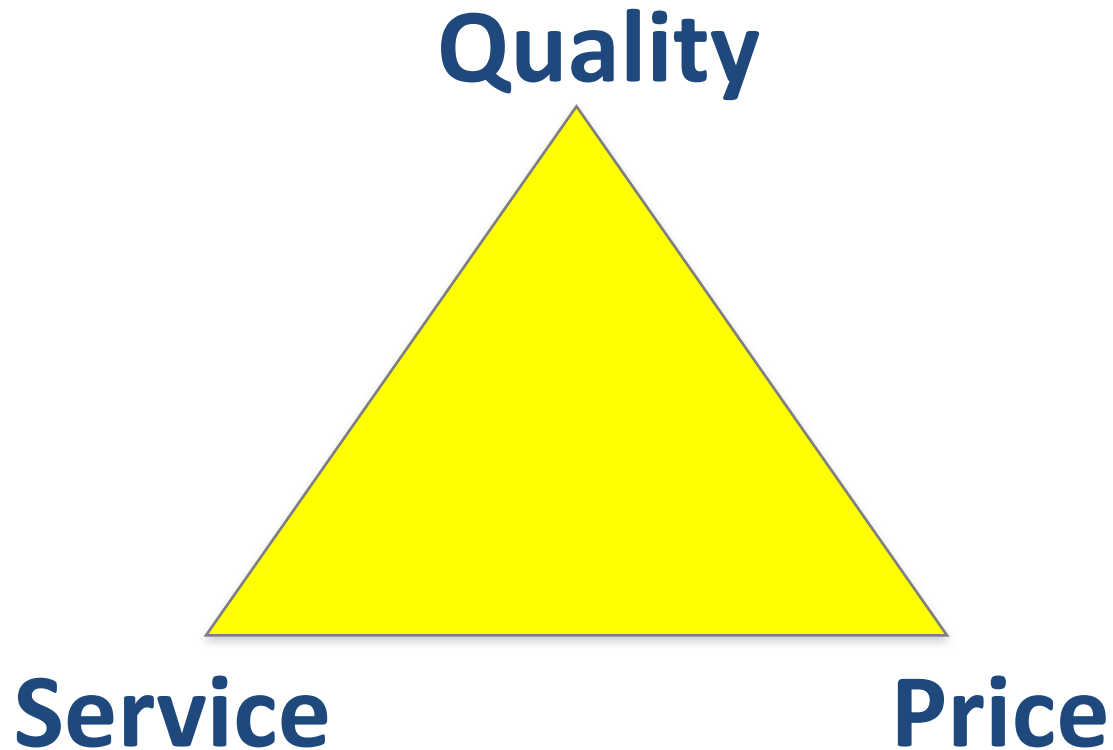
benefits and costs

Value



Customer Value Triad

Quality, Service, and Price
(qsp)

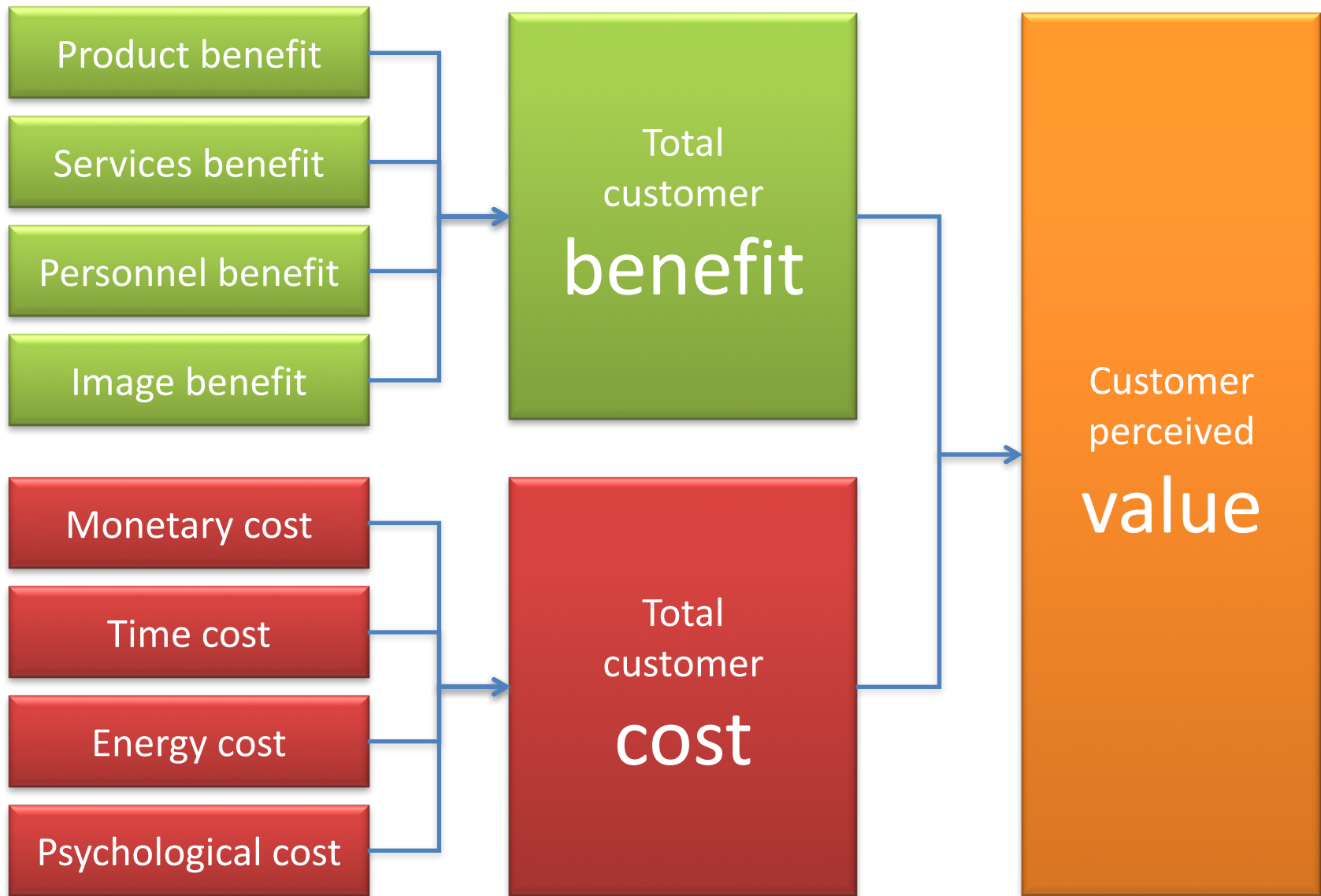


Value and Satisfaction

- Marketing
 - identification, creation, communication, delivery, and monitoring of **customer value**.
- Satisfaction
 - a person's judgment of a product's **perceived performance** in relationship to **expectations**

Building
Customer Value,
Satisfaction,
and
Loyalty

Customer Perceived Value



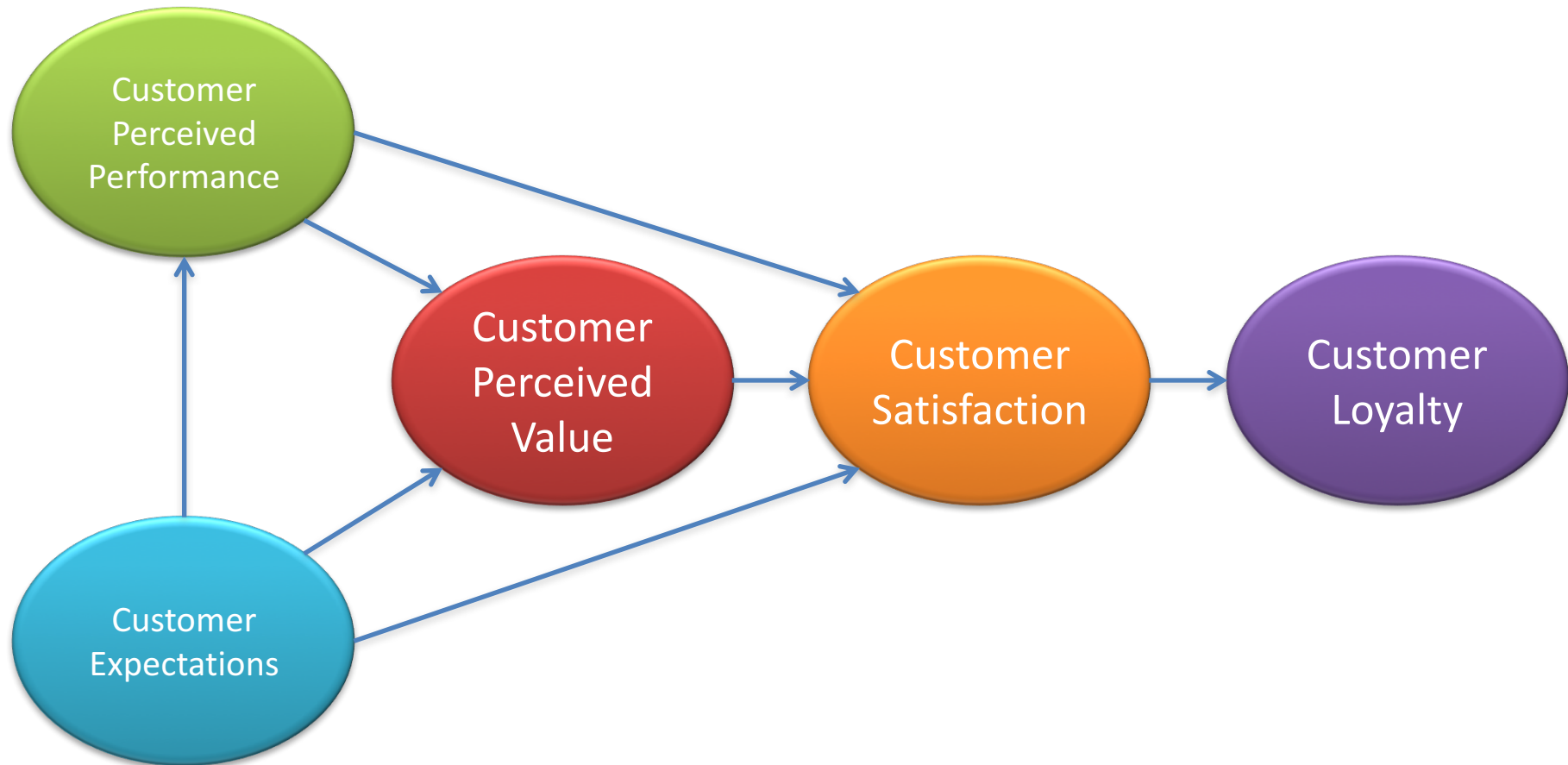
Satisfaction

“a person’s **feelings of pleasure or disappointment** that result from comparing a product’s **perceived performance** (or outcome) to **expectations**”

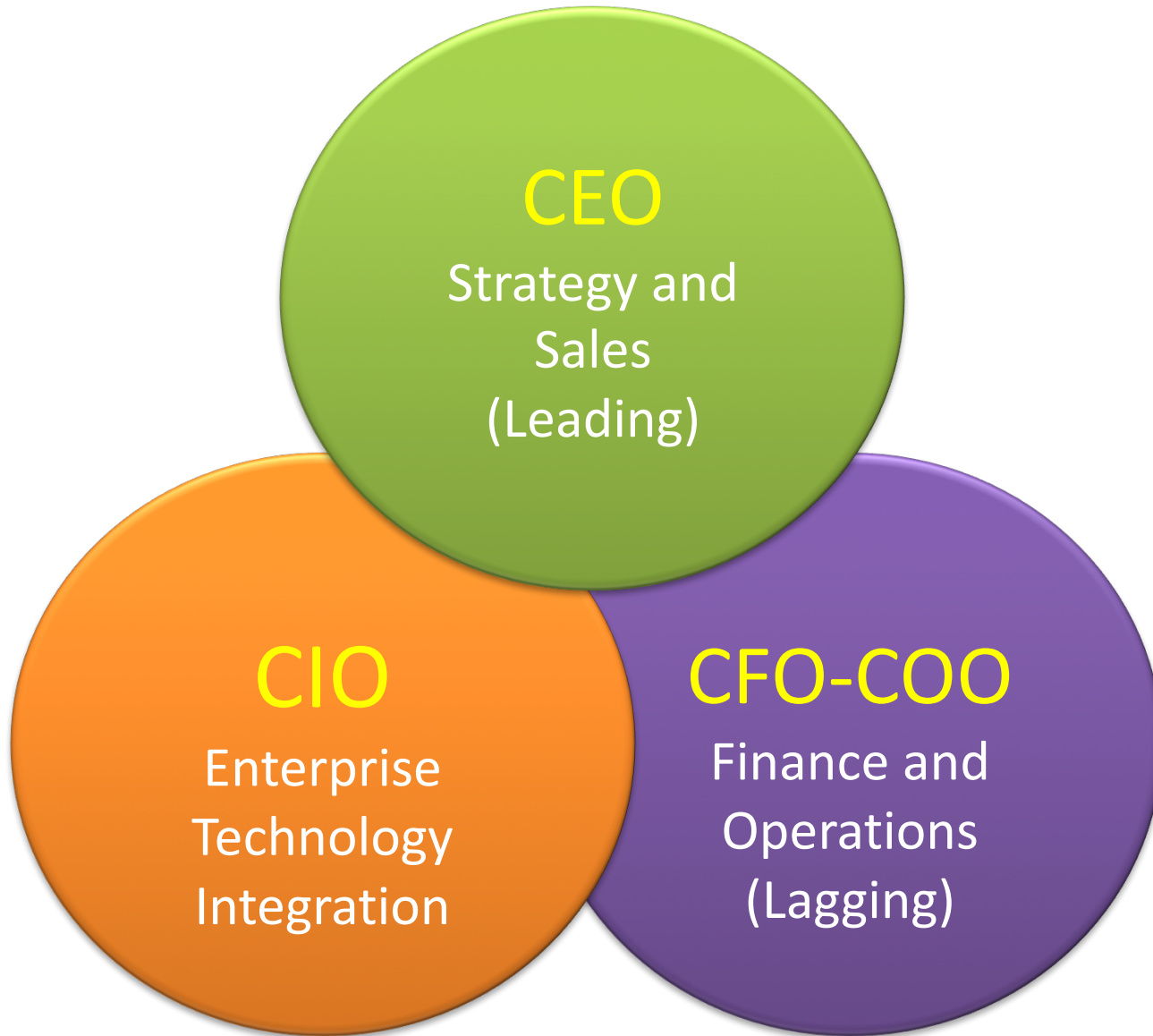
Loyalty

**“a deeply held commitment to
rebuy or repatronize
a preferred product or service
in the future
despite situational influences and
marketing efforts having the
potential to cause switching
behavior.”**

Customer Perceived Value, Customer Satisfaction, and Loyalty



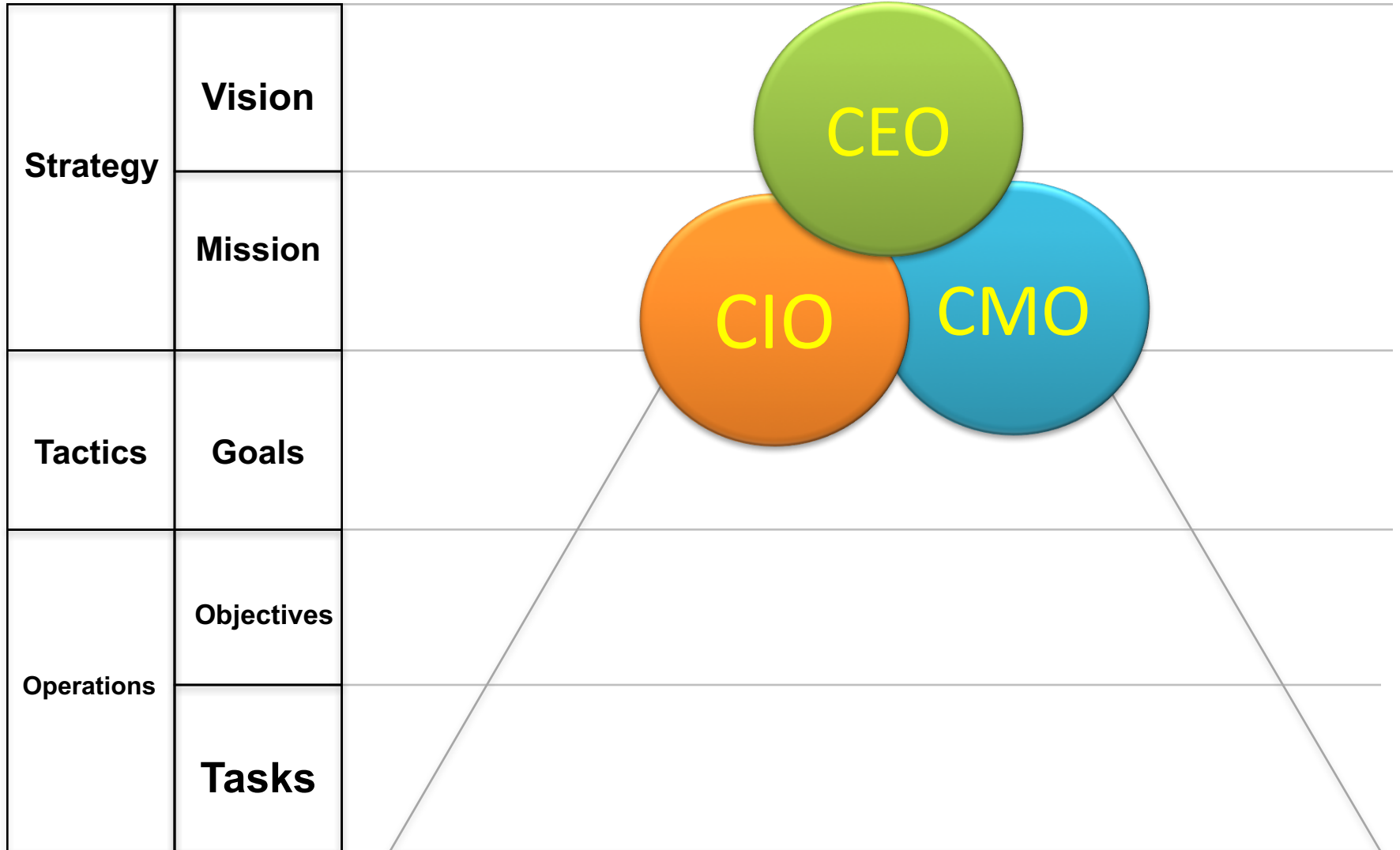
CEO CIO CFO



CEO CIO CMO

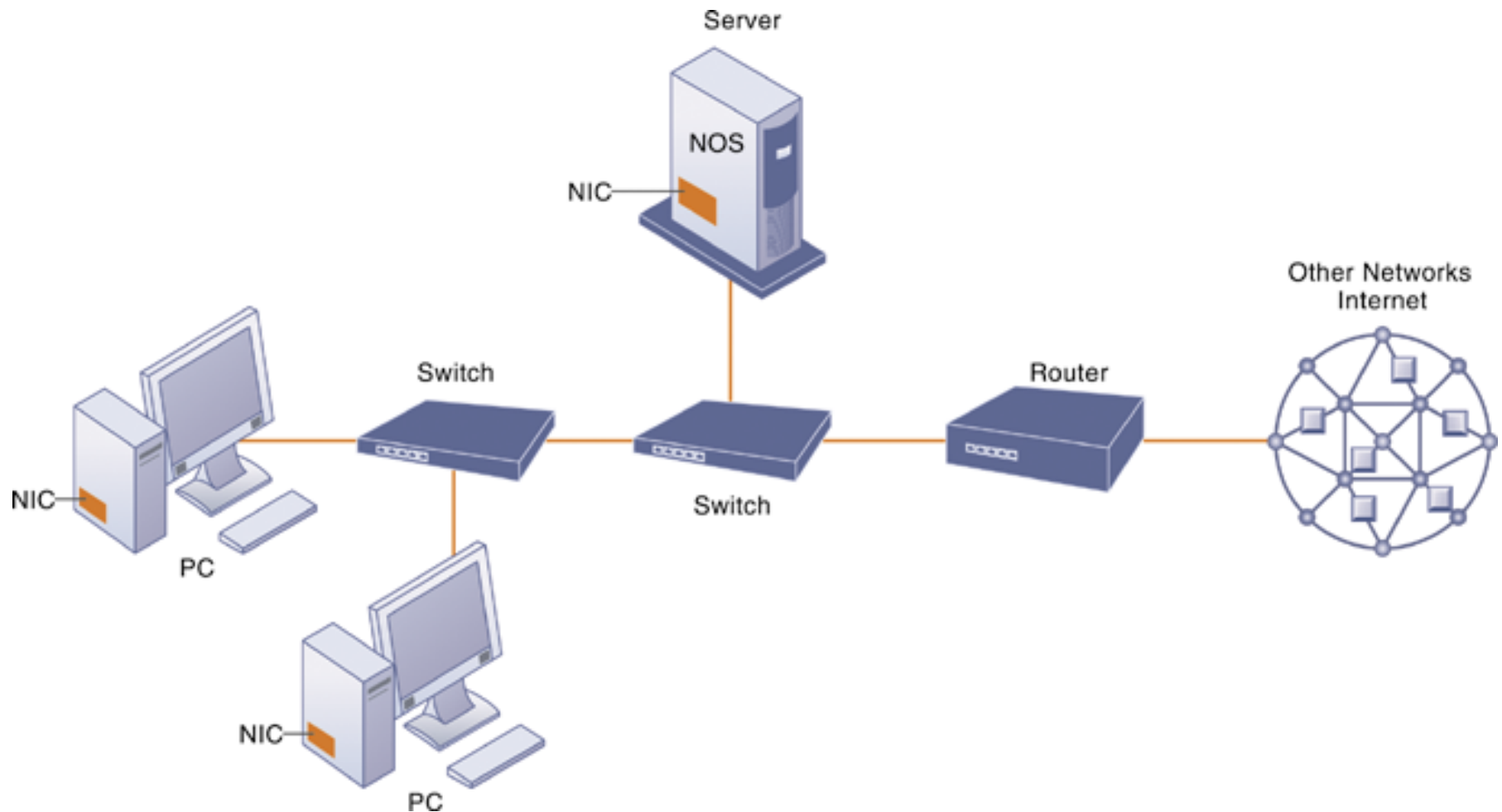


CEO CIO CMO

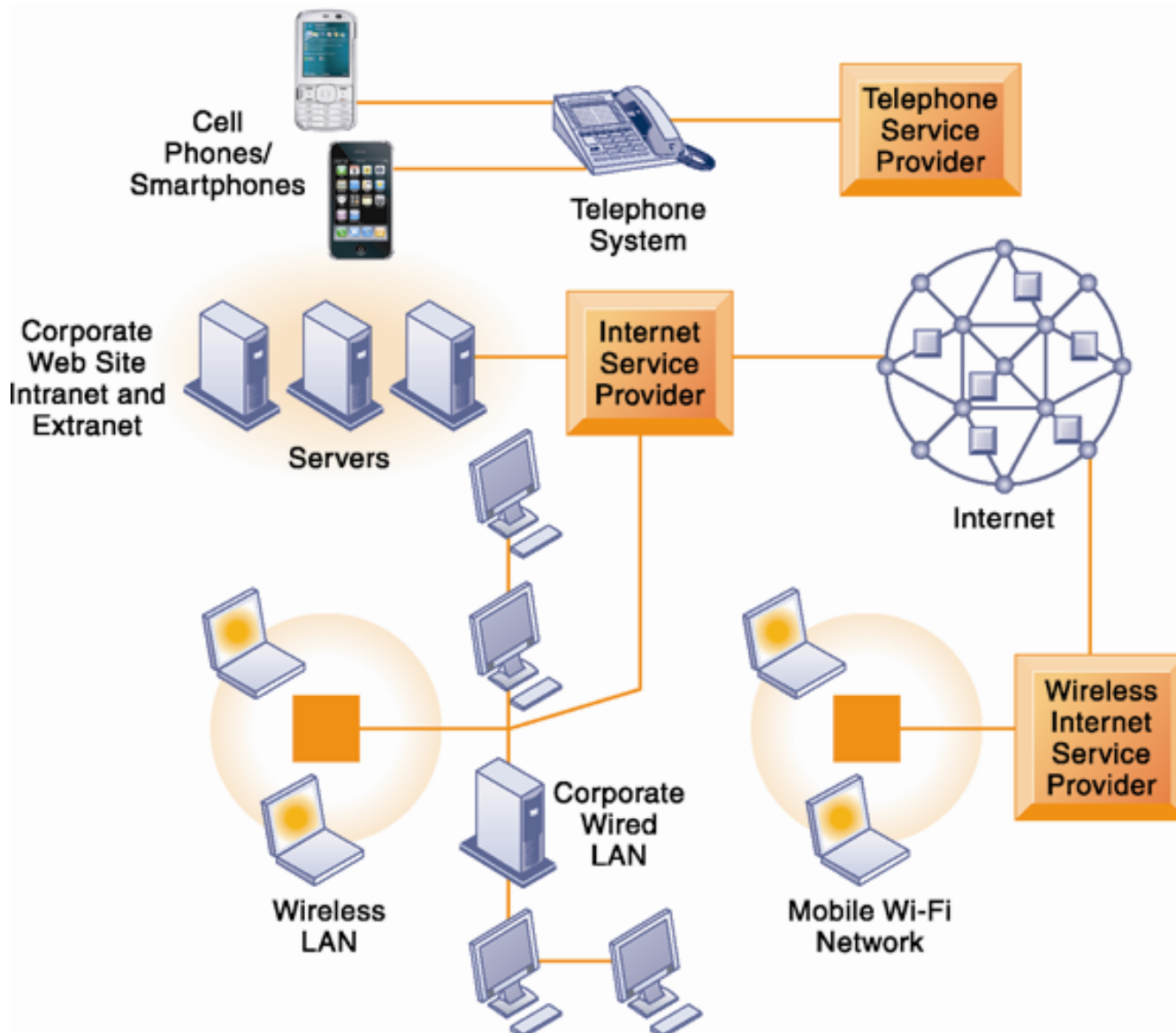


Nothing
is
so practical
as a
good theory

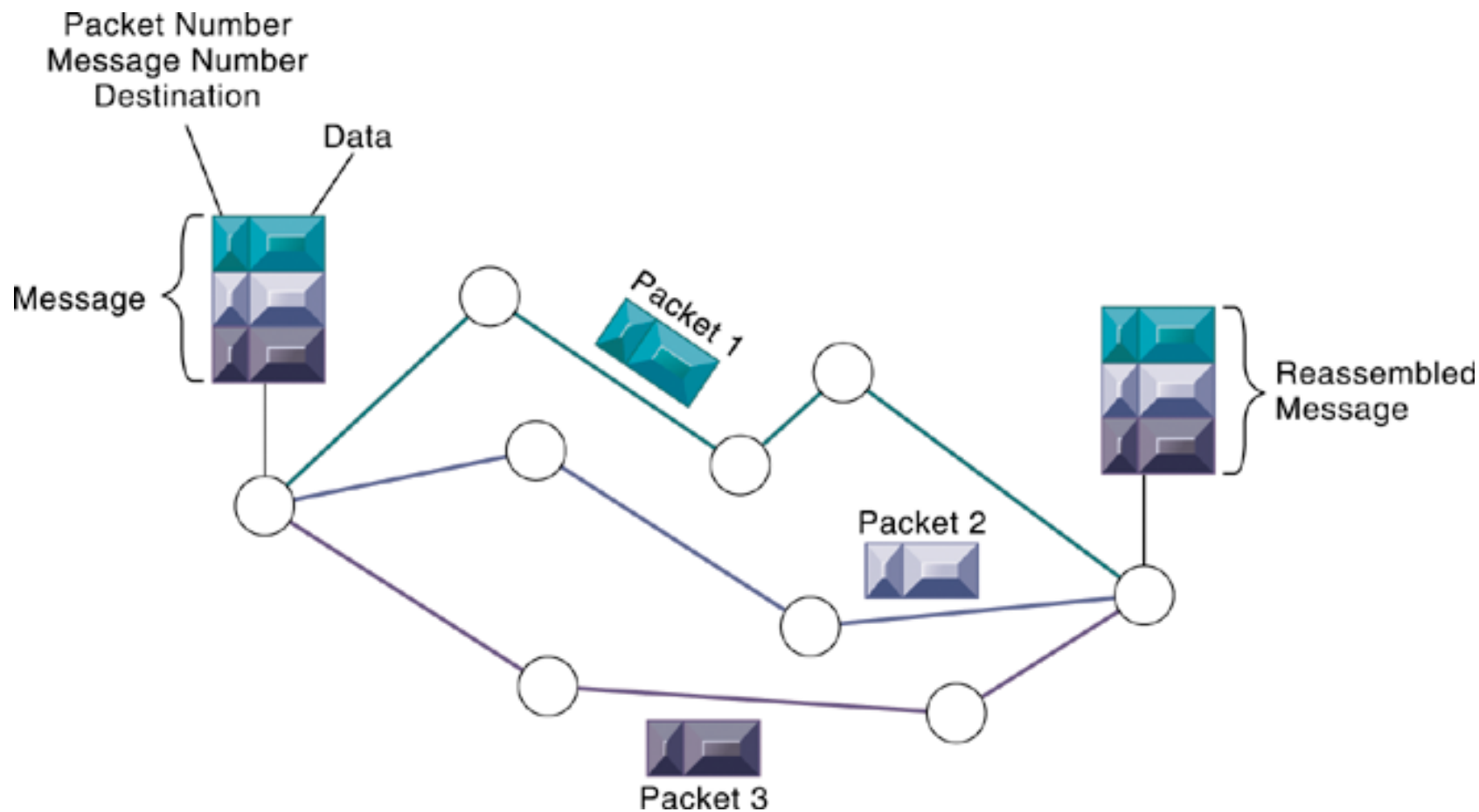
Components of a Simple Computer Network



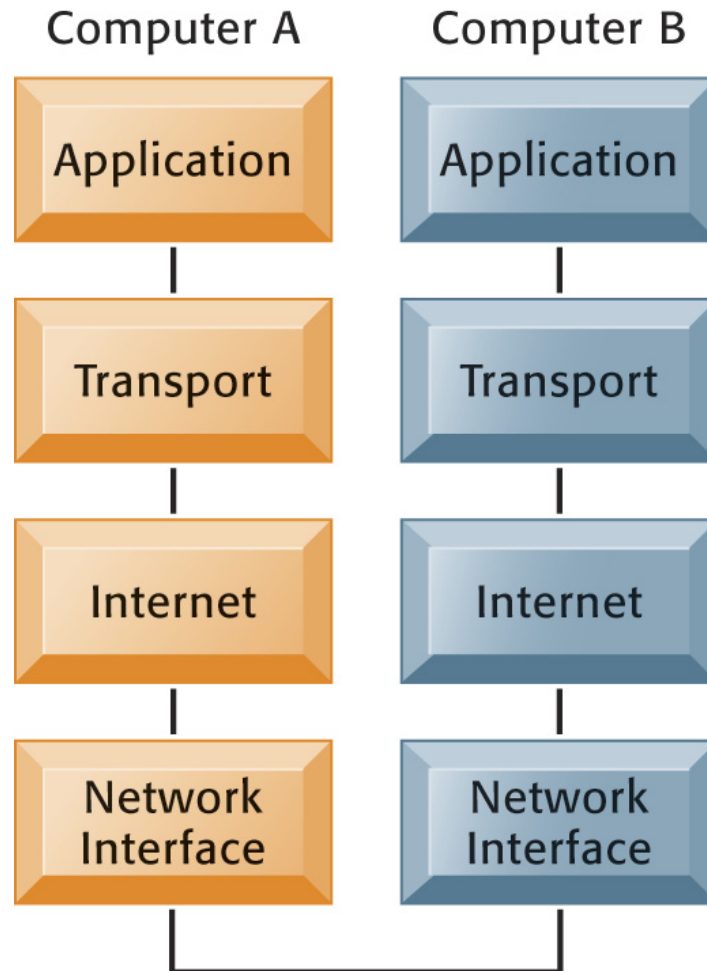
Corporate Network Infrastructure



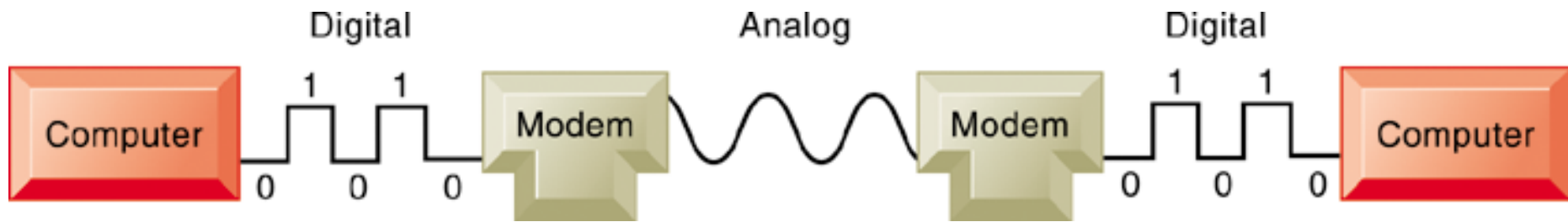
Packet-Switched Networks and Packet Communications



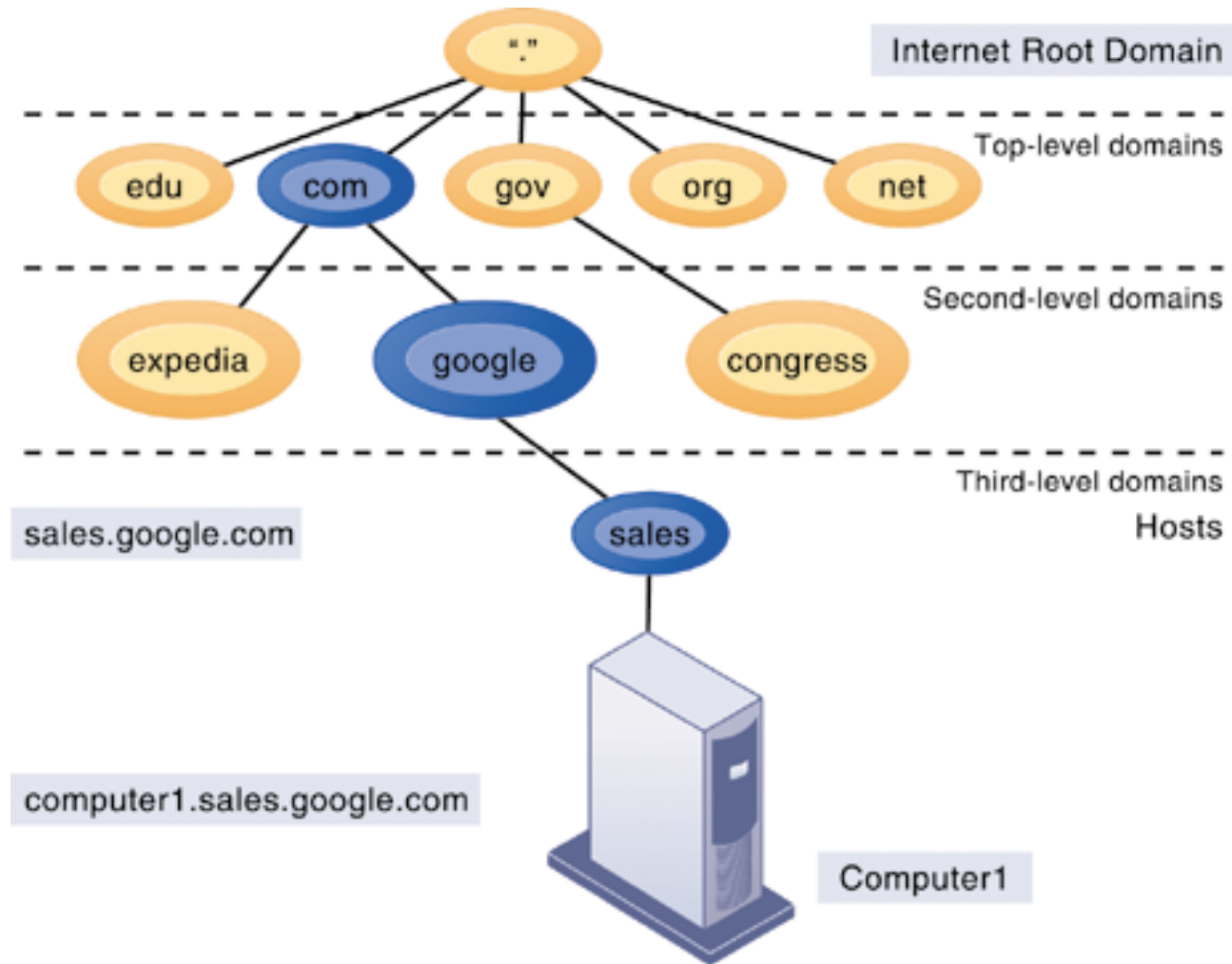
The Transmission Control Protocol/Internet Protocol (TCP/IP) Reference Model



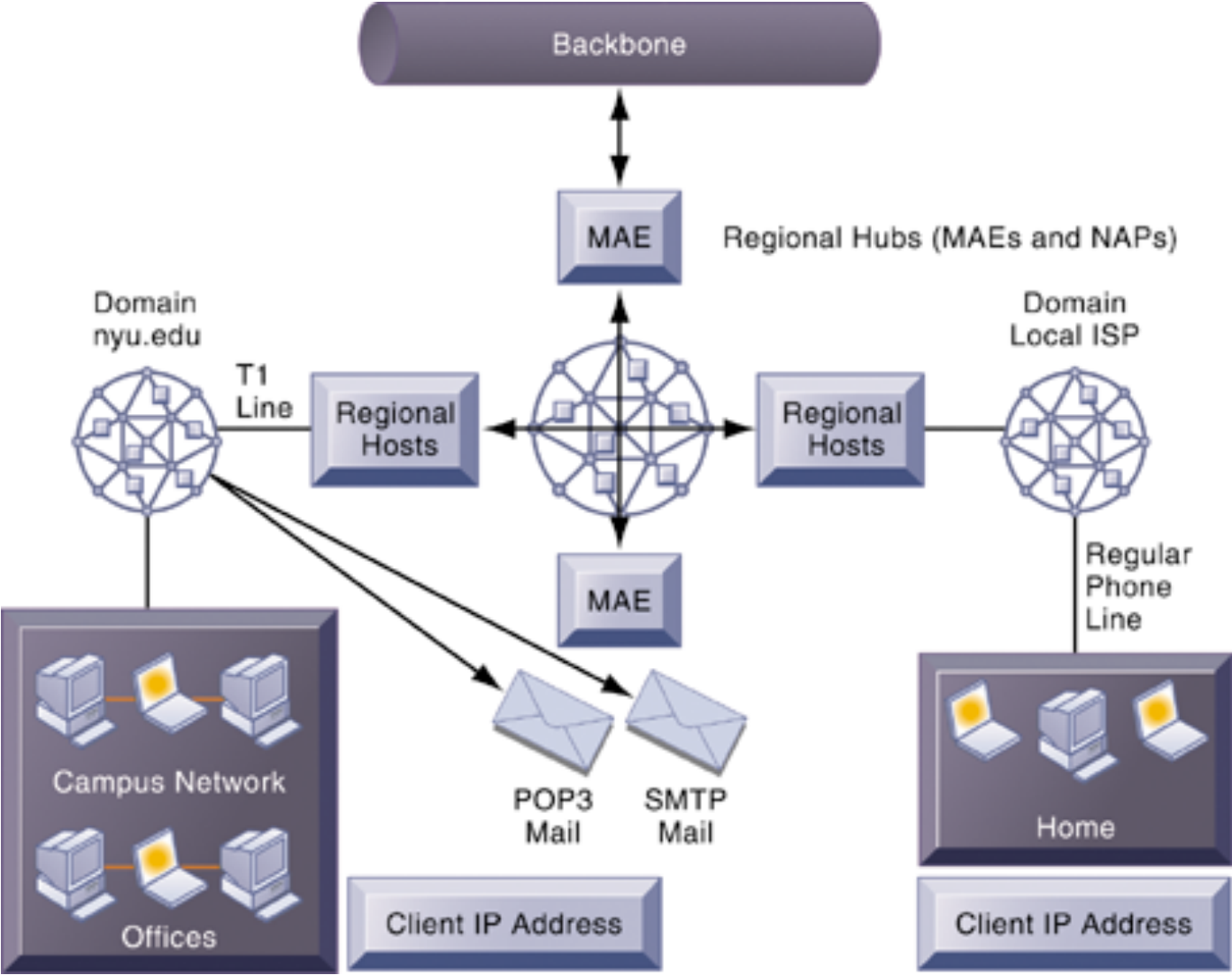
Functions of the Modem



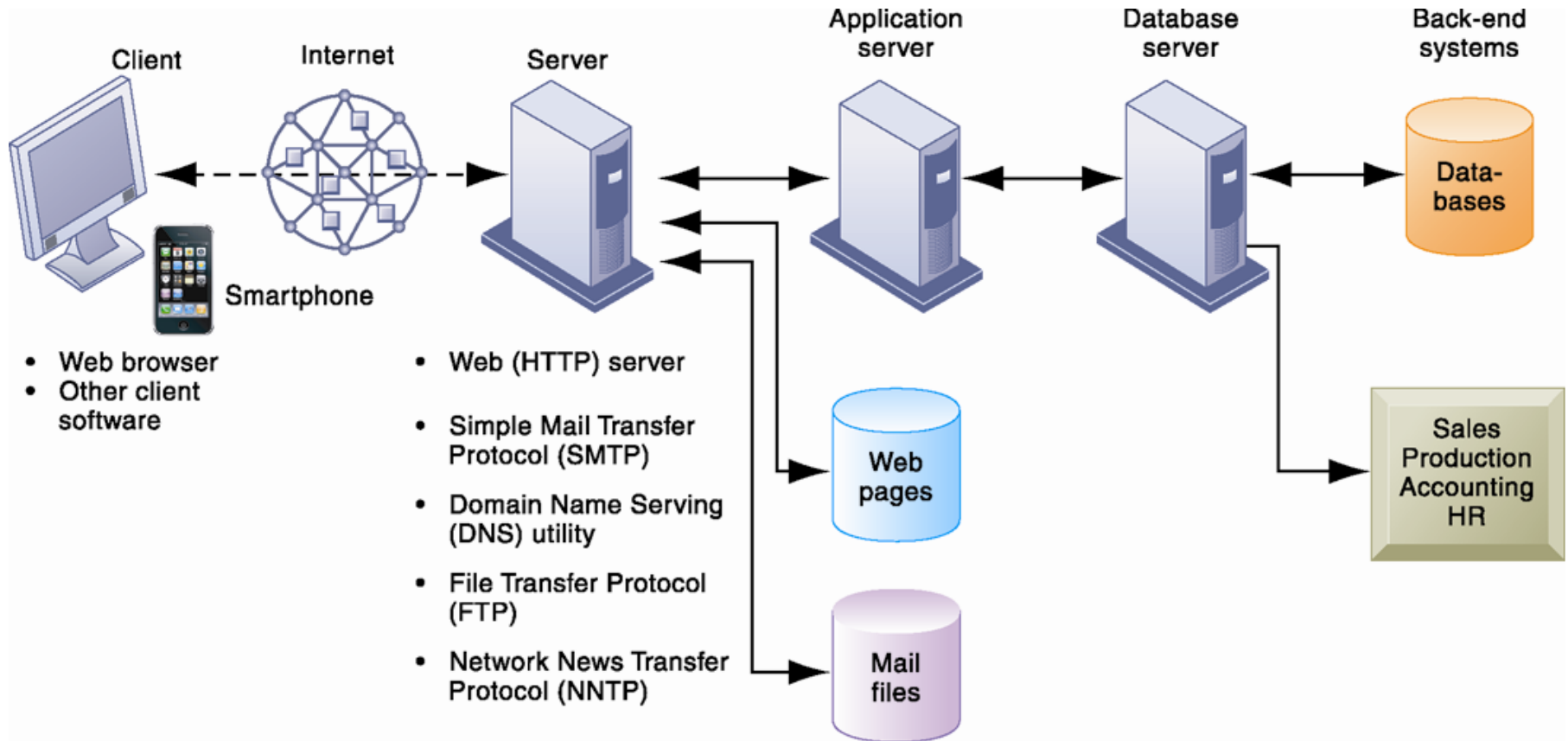
The Domain Name System



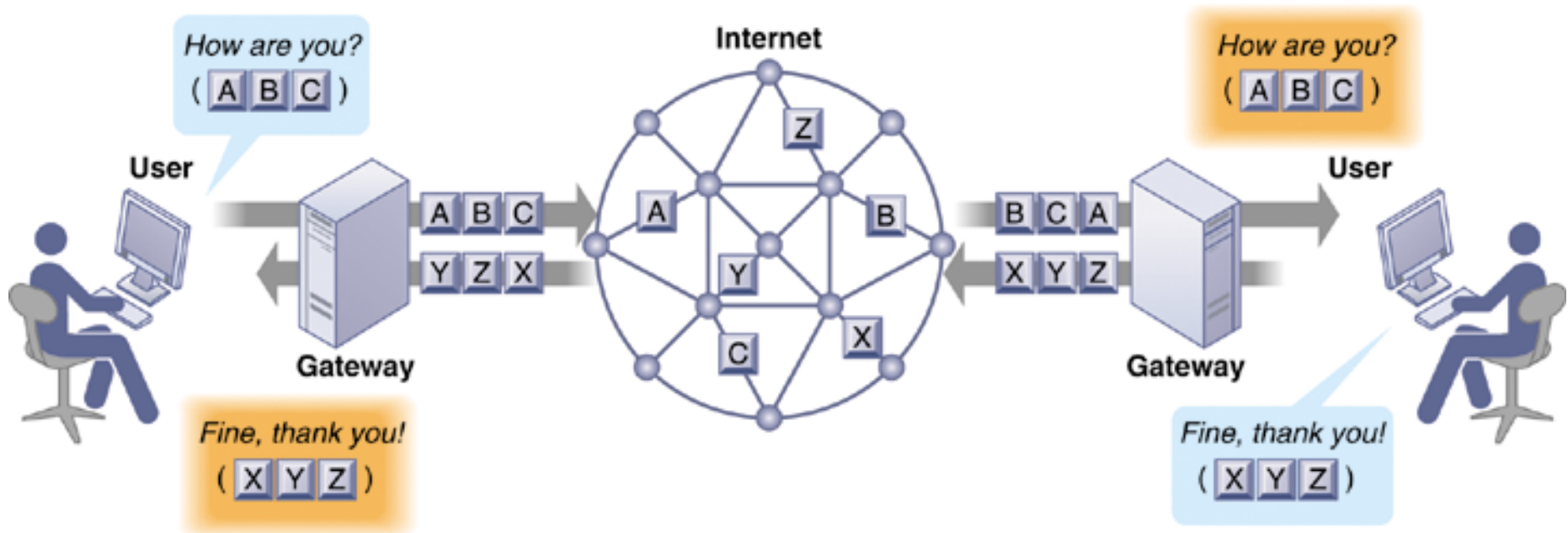
Internet Network Architecture



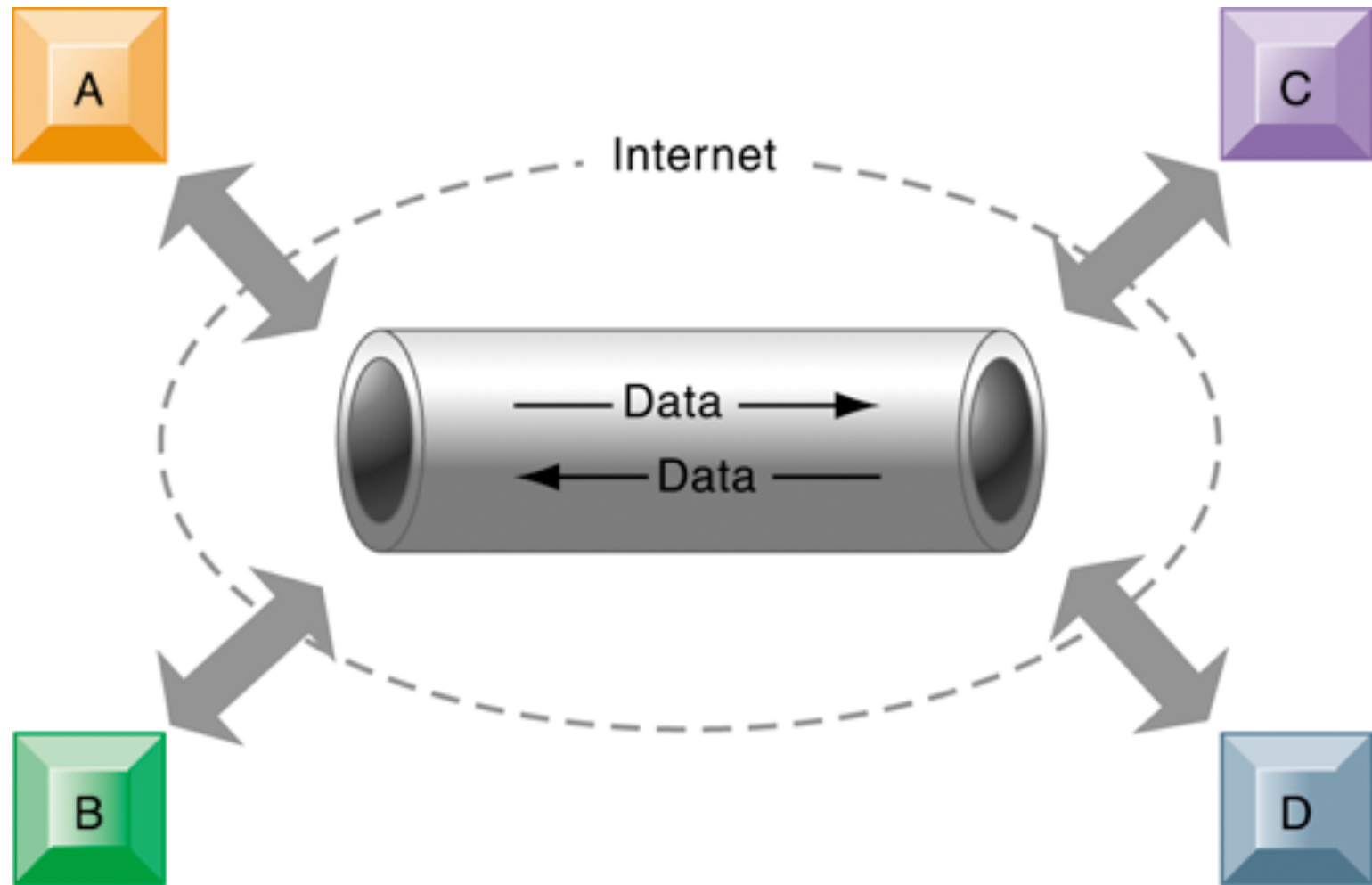
Client/Server Computing on the Internet



How Voice over IP Works



A Virtual Private Network Using the Internet



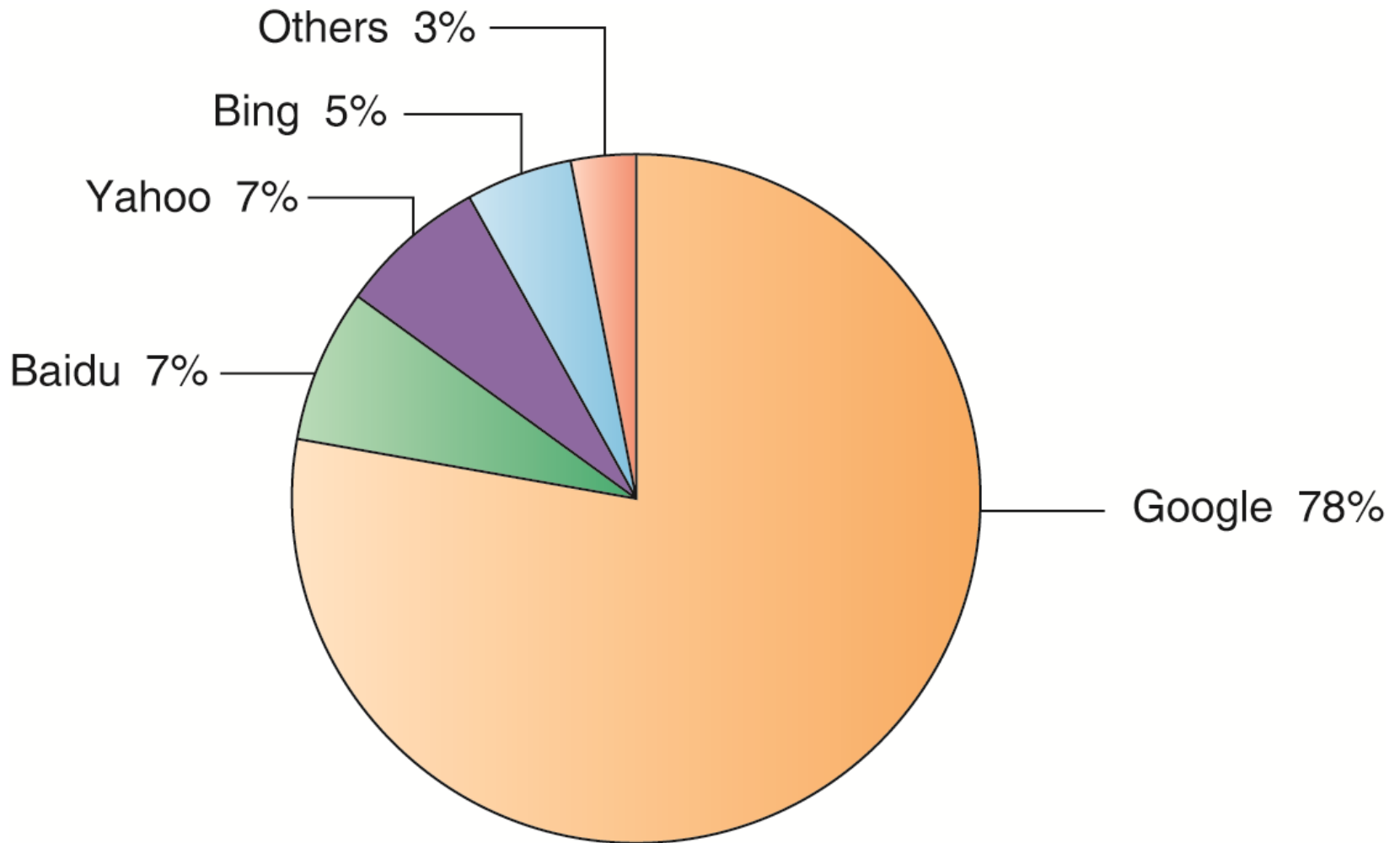
The Global Internet

- Search engines
 - Started as simpler programs using keyword indexes
 - Google improved indexing and created page ranking system
- Mobile search: 20% of all searches in 2012
- Search engine marketing
 - Major source of Internet advertising revenue
- Search engine optimization (SEO)
 - Adjusting Web site and traffic to improve rankings in search engine results

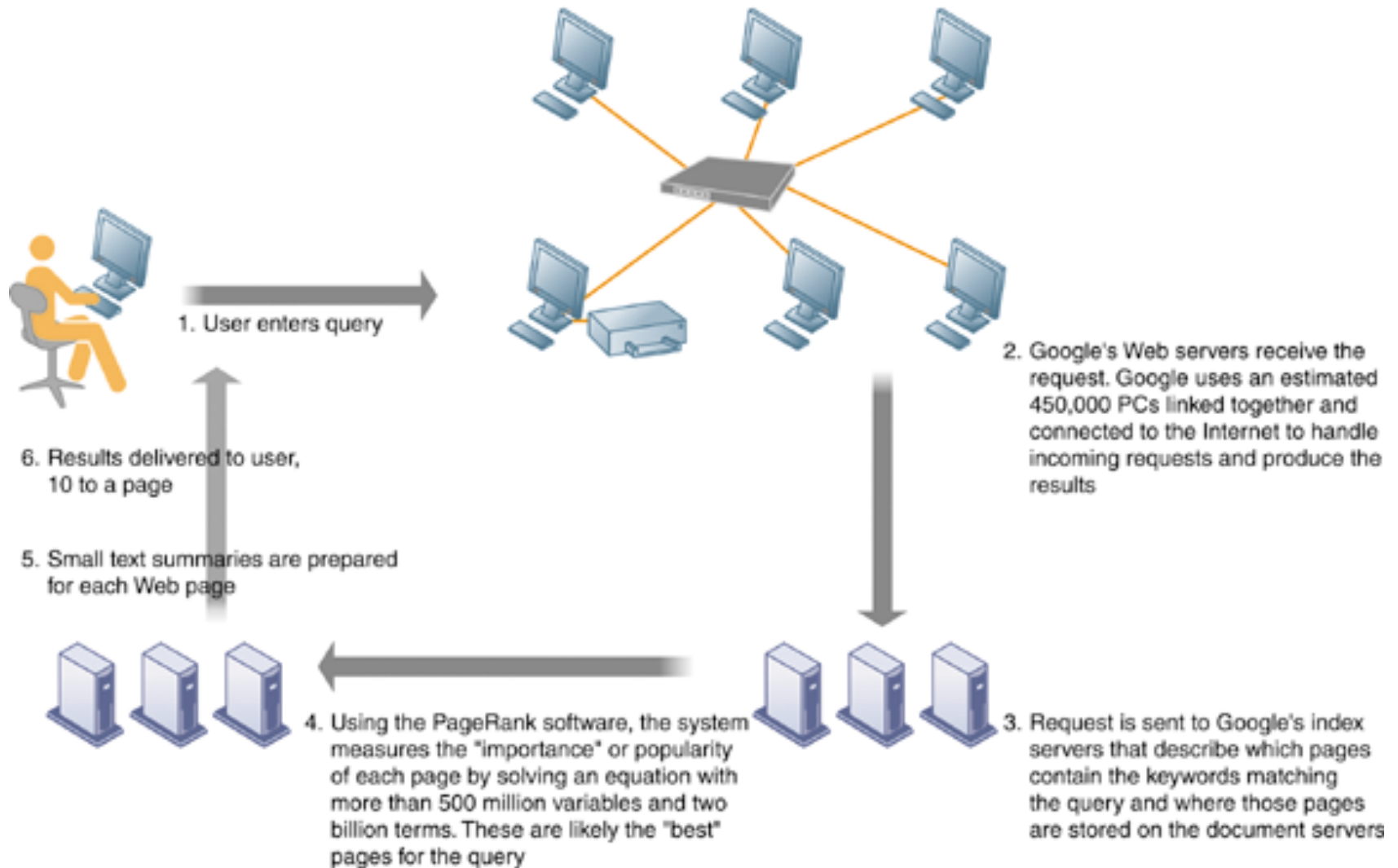
The Global Internet

- Social search
 - Google +1, Facebook Like
- Semantic search
 - Anticipating what users are looking for rather than simply returning millions of links
- Intelligent agent shopping bots
 - Use intelligent agent software for searching Internet for shopping information

Top U.S. Web Search Engines



How Google Works



Web 2.0

- Second-generation services
- Enabling collaboration, sharing information, and creating new services online
- Features
 - Interactivity
 - Real-time user control
 - Social participation (sharing)
 - User-generated content

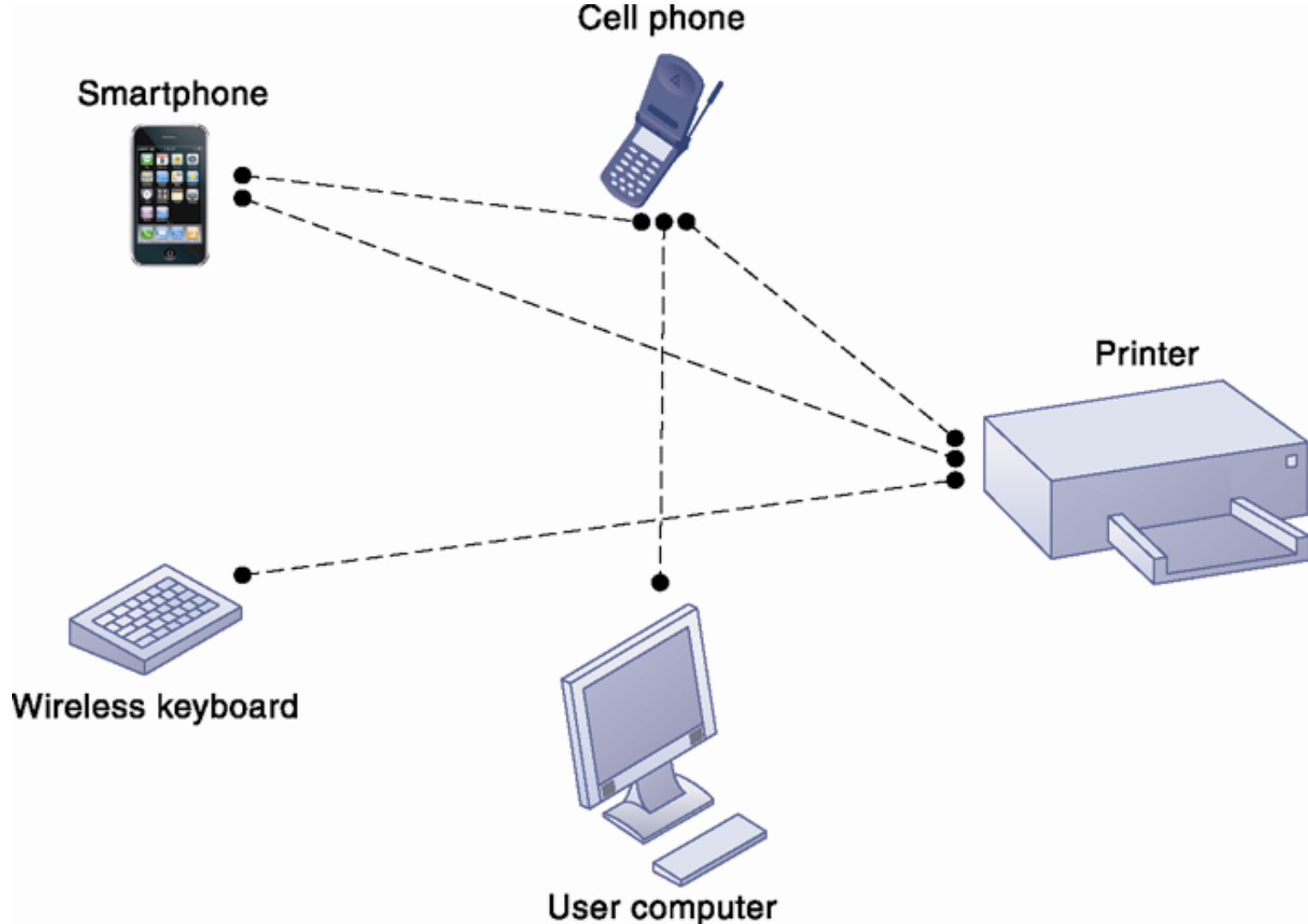
Web 2.0 services and tools

- **Blogs:** chronological, informal Web sites created by individuals
 - RSS (Really Simple Syndication): syndicates Web content so aggregator software can pull content for use in another setting or viewing later
 - Blogosphere
 - Microblogging
- **Wikis:** collaborative Web sites where visitors can add, delete, or modify content on the site
- **Social networking sites:** enable users to build communities of friends and share information

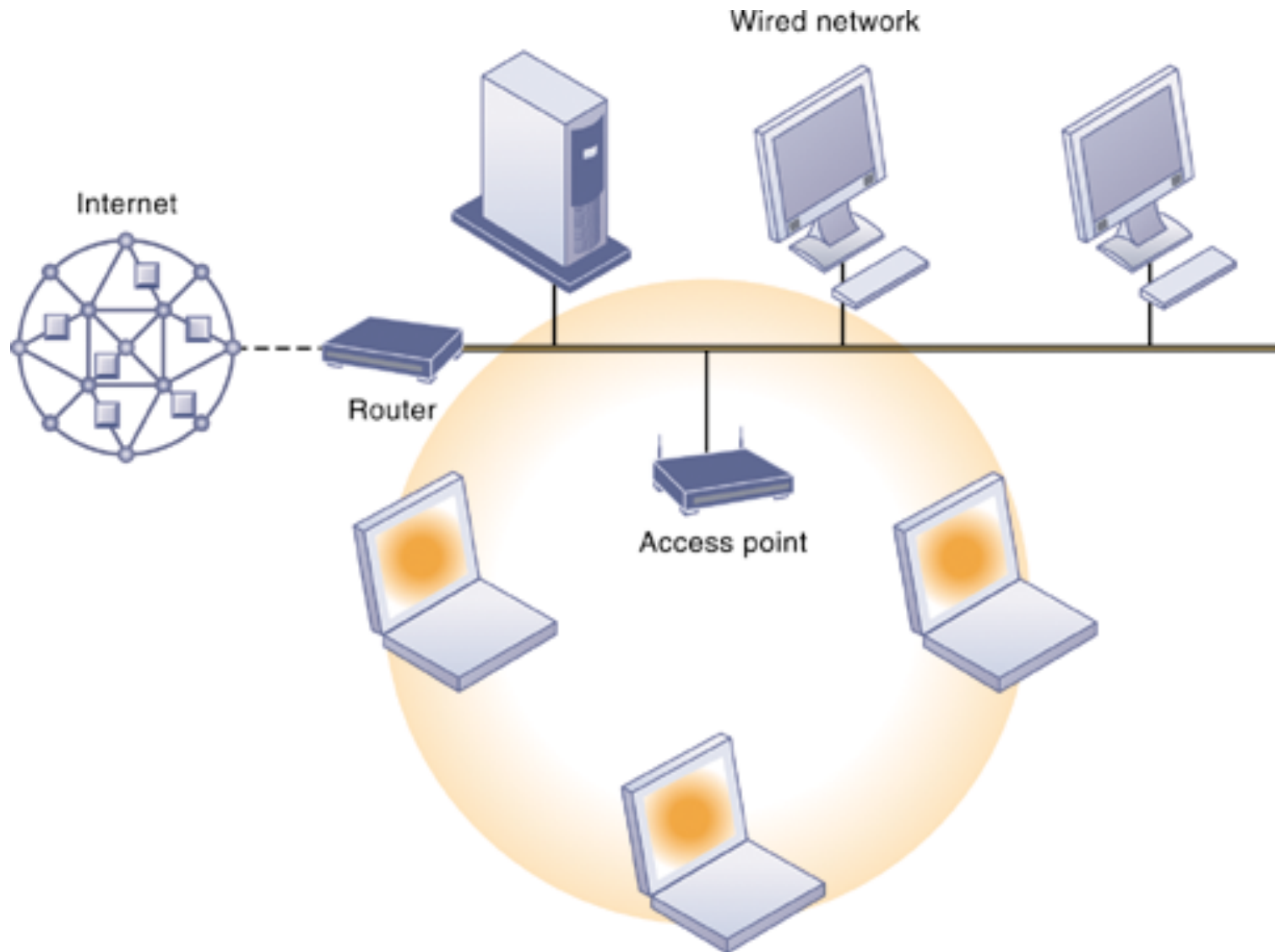
Web 3.0: The “Semantic Web”

- A collaborative effort led by W3C to add layer of meaning to the existing Web
- Goal is to reduce human effort in searching for and processing information
- Making Web more “intelligent” and intuitive
- Increased communication and synchronization with computing devices, communities
- “Web of things”
- Increased cloud computing, mobile computing

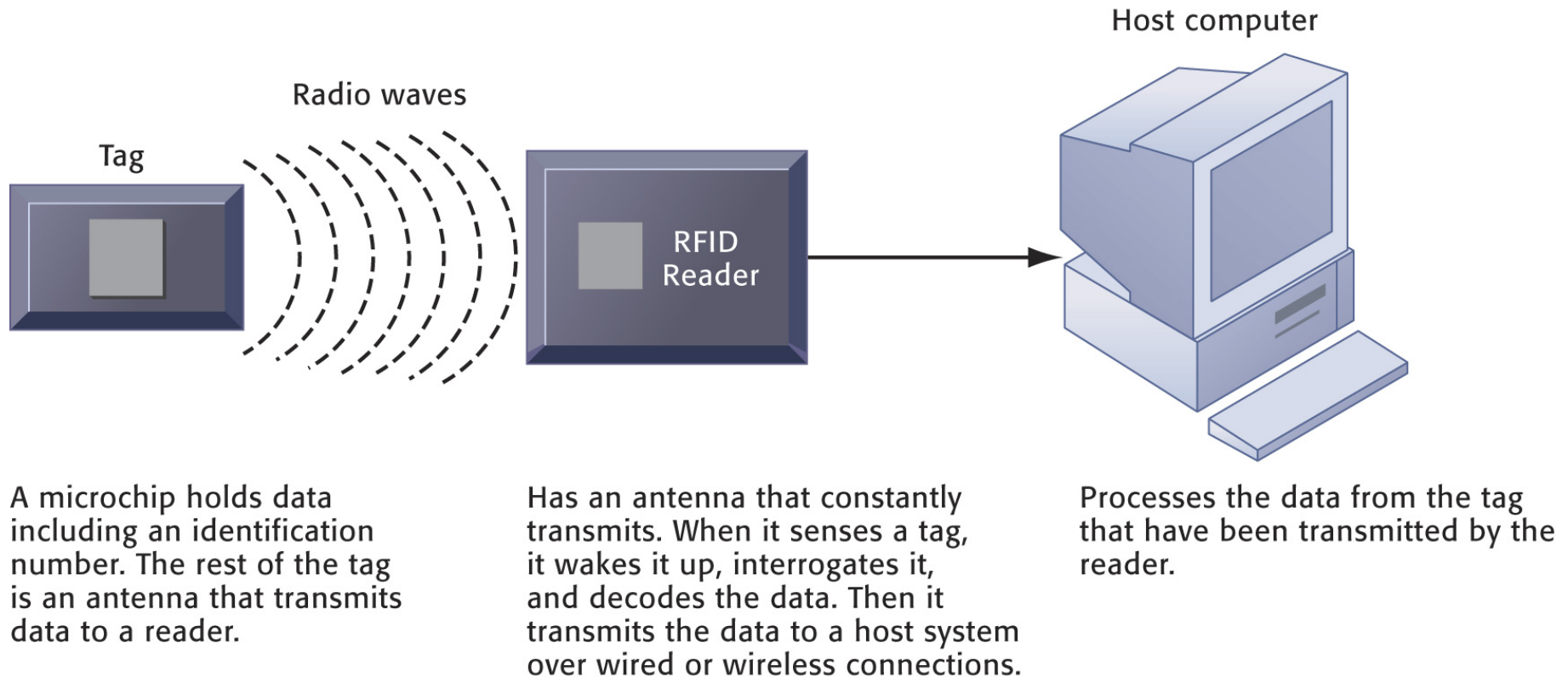
A Bluetooth Network (PAN)



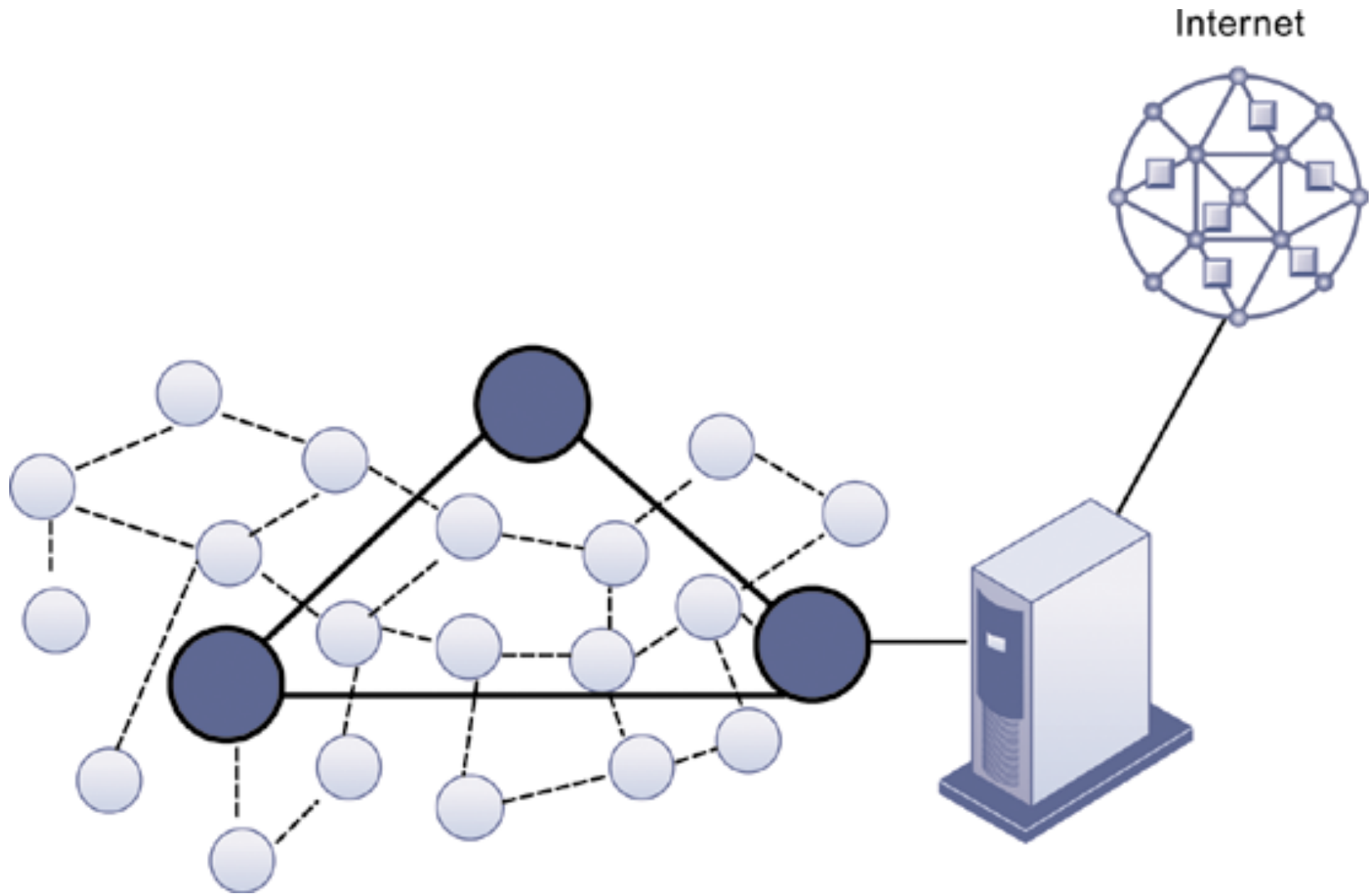
An 802.11 Wireless LAN



How RFID Works



A Wireless Sensor Network



Case Study:

Summit and SAP (Chap. 9) (pp. 396-398)

Summit Electric Lights Up with a New ERP System

1. Which business processes are the most important at Summit Electric Supply? Why?
2. What problems did Summit have with its old systems? What was the business impact of those problems?
3. How did Summit's ERP system improve operational efficiency and decision making? Give several examples.
4. Describe two ways in which Summit's customers benefit from the new ERP system.
5. Diagram Summit's old and new process for handling chargebacks.

2016/11/08

Midterm Report (期中報告)

- 請各組組長整理期中報告資料檔案，
於**2016/11/08 (週二) 上午10:00**前，
完成Email 寄出以下兩個壓縮檔的下載連結，
給所有組員和老師 (正本to: 老師，副本cc: 所有組員)。
 - 1. 整組各次簡報的 ppt (含整組期中報告目錄 ppt) 壓縮檔
 - (例如：**MI4B_資訊管理專題_第1組_期中各次簡報.zip**)。
 - 2. 整組各組員的
 - [(1) 個人期中報告.ppt
 - (2) 個人期中書面報告.pdf]
 - 之壓縮檔
 - (例如：**MI4B_資訊管理專題_第1組_組員個人期中報告.zip**)。

資訊管理專題

(Hot Issues of Information Management)

1. 請同學於資訊管理專題個案討論前
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
先繳交資訊管理專題個案研究問題書面報告。
4. 上課時間地點：
週二 3,4 (10:10-12:00) B507

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