

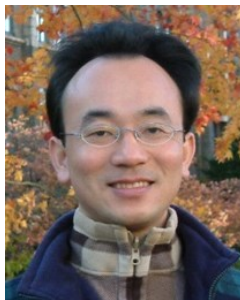
# Hot Issues of Information Management

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

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Thu 7,8 (14:10-16:00) B709



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2016-10-06



# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	2016/09/15	中秋節 (放假一天) (Mid-Autumn Festival)(Day off)
2	2016/09/22	Introduction to Case Study for Information Management Hot Topics
3	2016/09/29	Information Systems in Global Business: UPS (Chap. 1) (pp.53-54)
4	2016/10/06	Global E-Business and Collaboration: P&G (Chap. 2) (pp.84-85)
5	2016/10/13	Information Systems, Organization, and Strategy: Starbucks (Chap. 3) (pp.129-130)
6	2016/10/20	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)
7	2016/10/27	IT Infrastructure and Emerging Technologies: Amazon and Cloud Computing (Chap. 5) (pp. 234-236)
8	2016/11/03	Foundations of Business Intelligence: IBM and Big Data (Chap. 6) (pp.261-262)
9	2016/11/10	Midterm Report (期中報告)
10	2016/11/17	期中考試週
11	2016/11/24	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7) (pp.318-320)
12	2016/12/01	Enterprise Applications: Summit and SAP (Chap. 9) (pp.396-398)

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	2016/12/08	E-commerce: Zagat (Chap. 10) (pp.443-445)
14	2016/12/15	Enhancing Decision Making: Zynga (Chap. 12) (pp.512-514)
15	2016/12/22	Managing Projects: NYCAPS and CityTime (Chap. 14) (pp.586-588)
16	2016/12/29	Final Report I (期末報告 I)
17	2017/01/05	Final Report II (期末報告 II)
18	2017/01/12	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

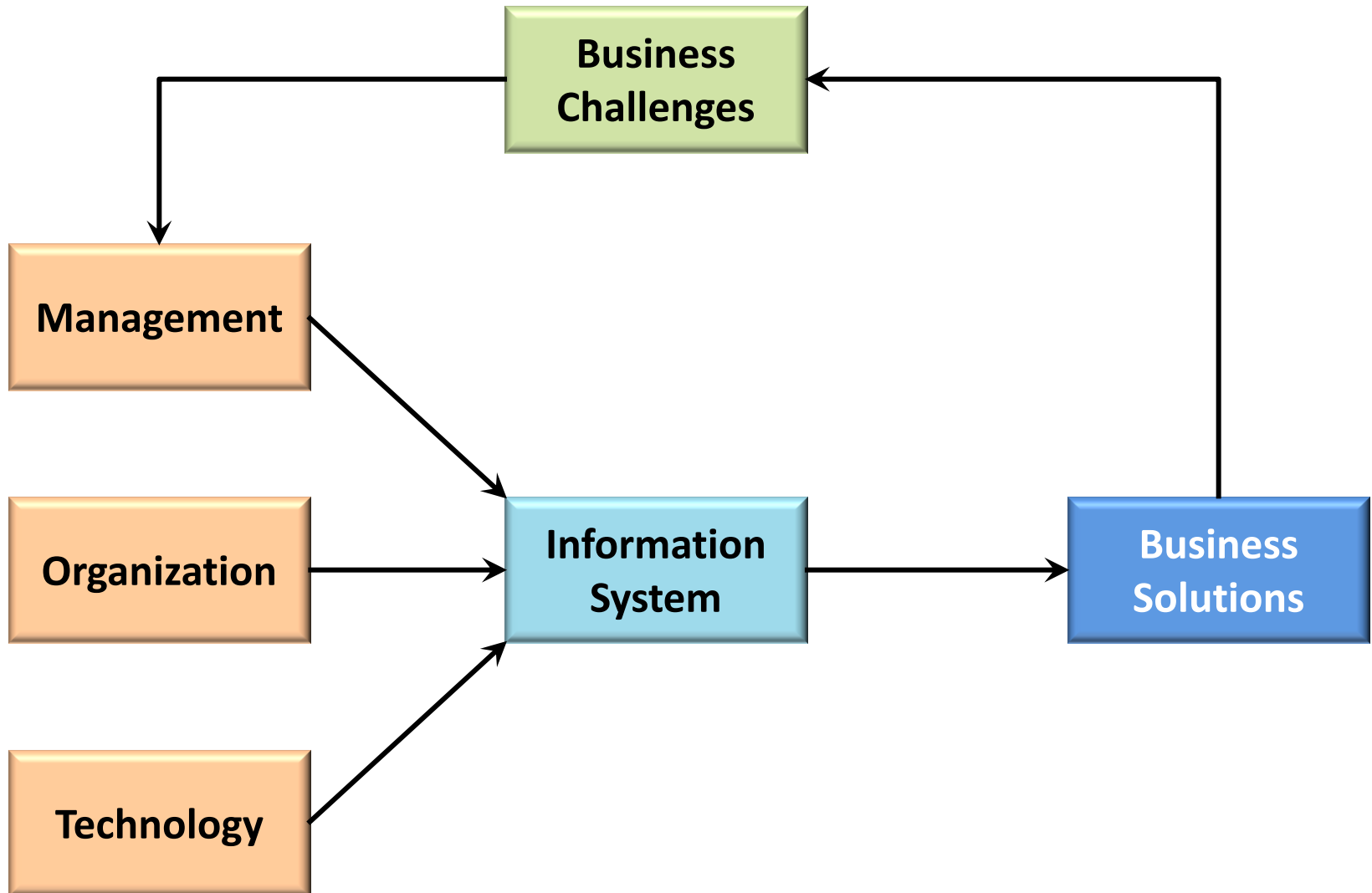
**Chap. 2**  
**Global E-Business and**  
**Collaboration:**  
**P&G**

# Case Study: P&G (Chap. 2) (pp.84-85)

## Piloting Procter & Gamble from Decision Cockpits

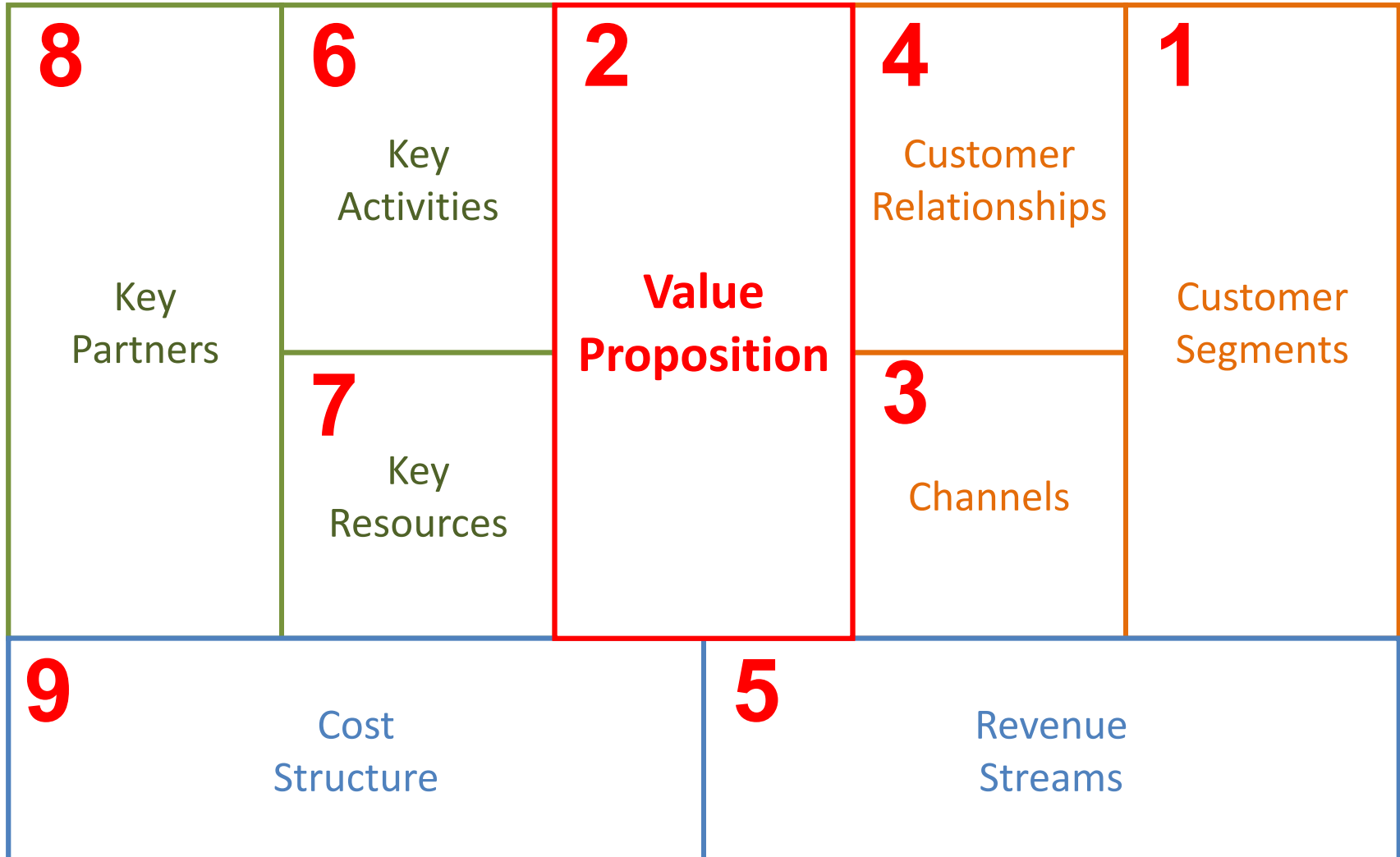
1. What management, organization, and technology issues had to be addressed when implementing Business Sufficiency, Business Sphere, and Decision Cockpits?
2. How did these decision-making tools change the way the company ran its business? How effective are they? Why?
3. How are these systems related to P&G's business strategy?

# Overview of Fundamental MIS Concepts

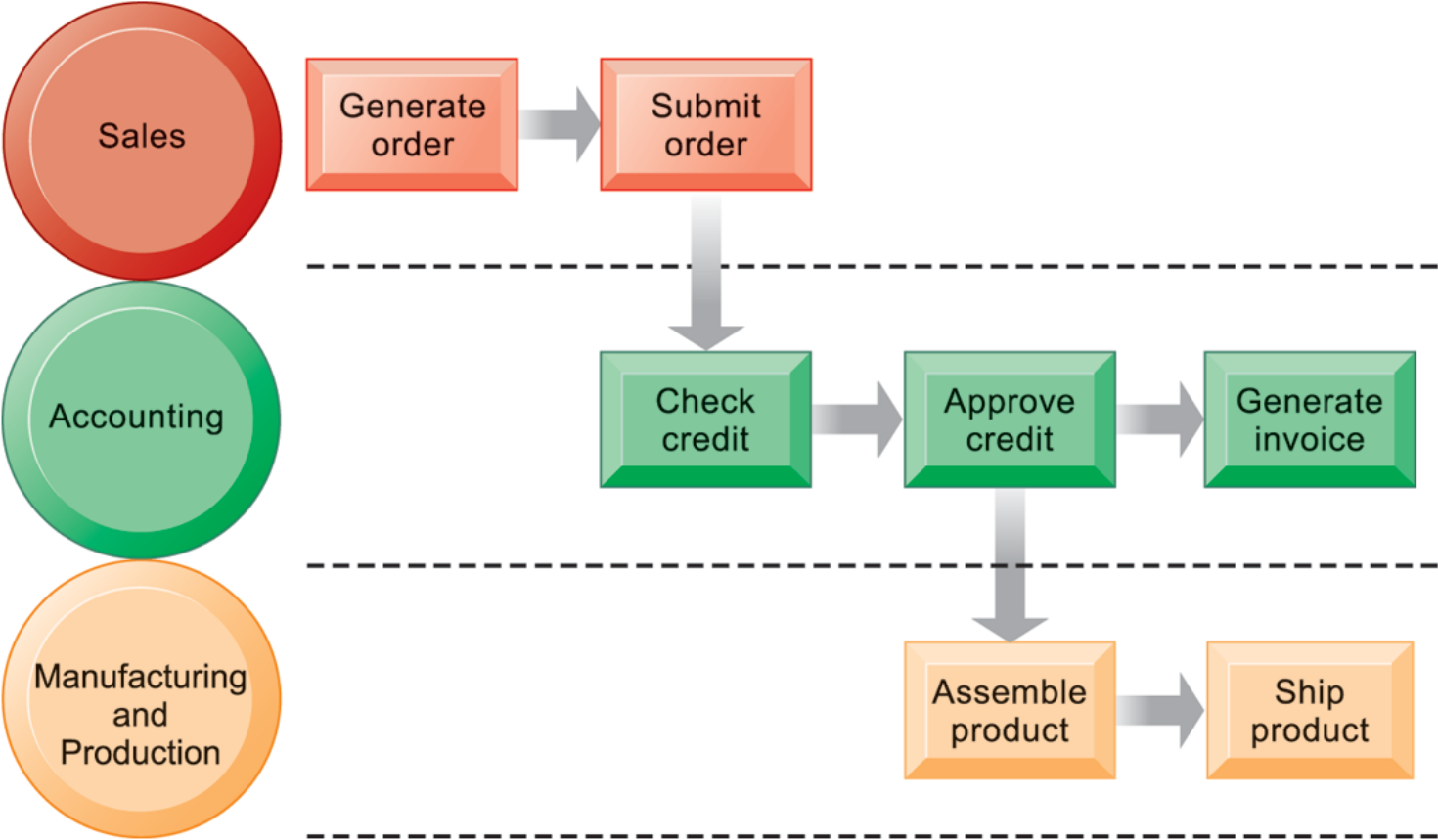




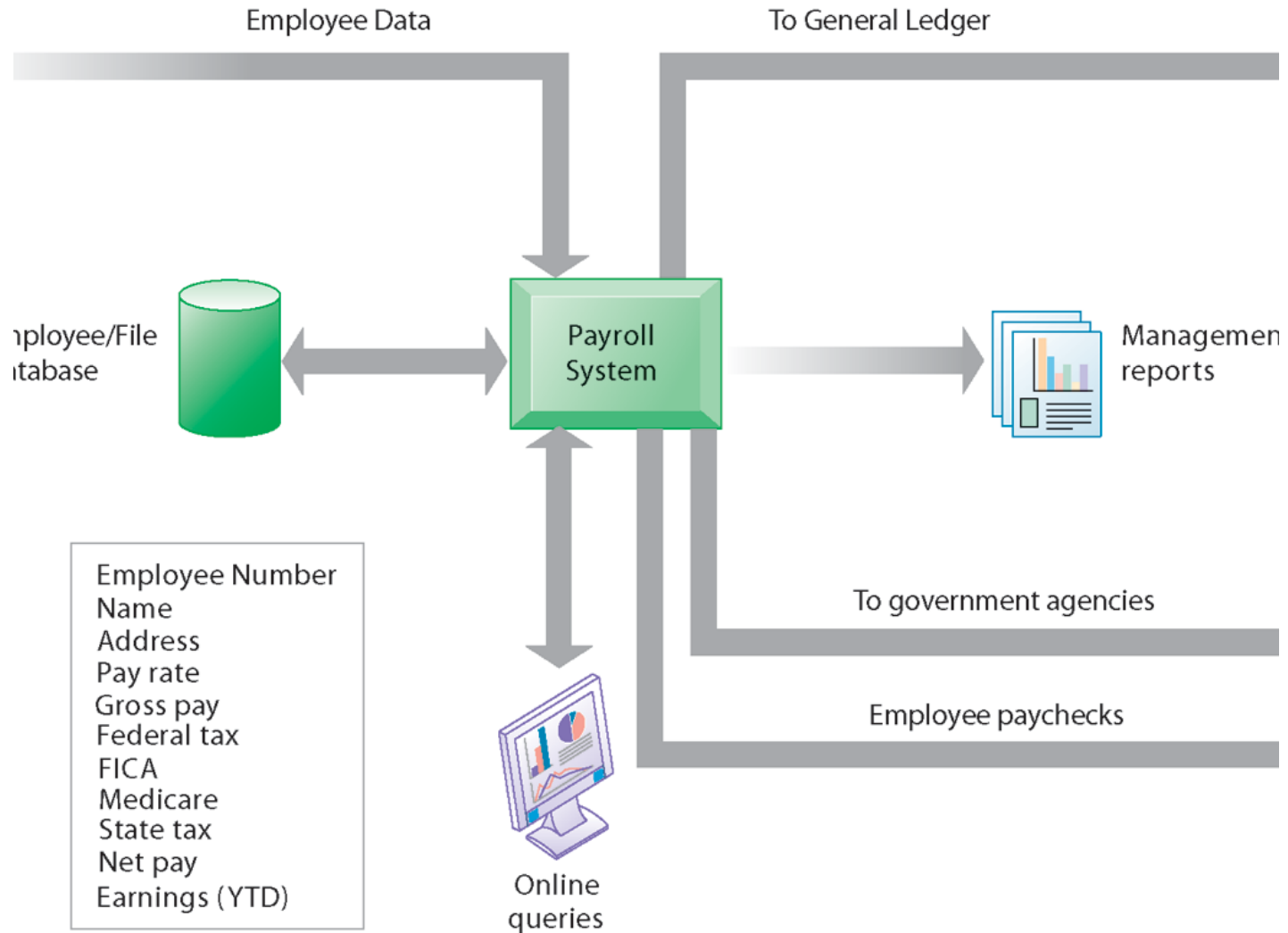
# Business Model



# The Order Fulfillment Process

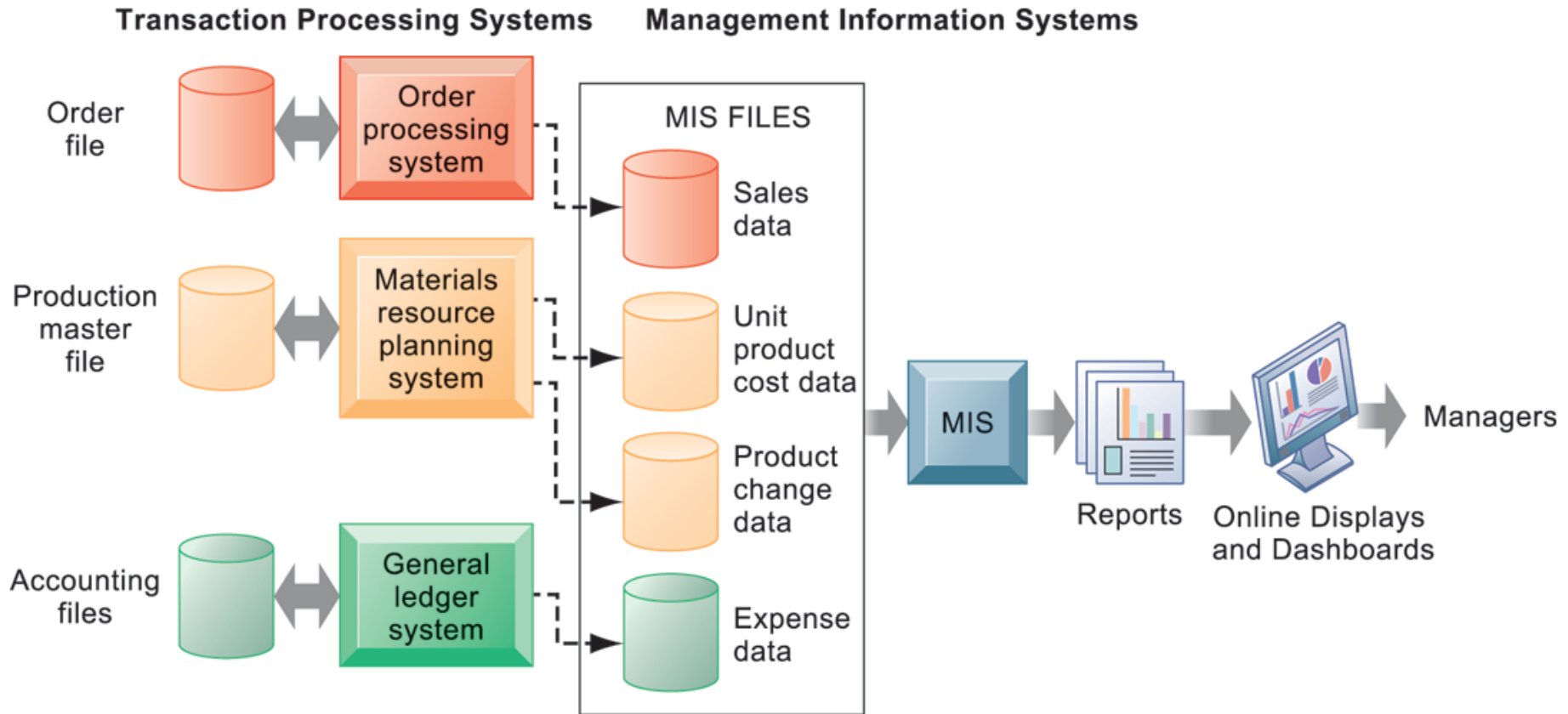


# A Payroll TPS

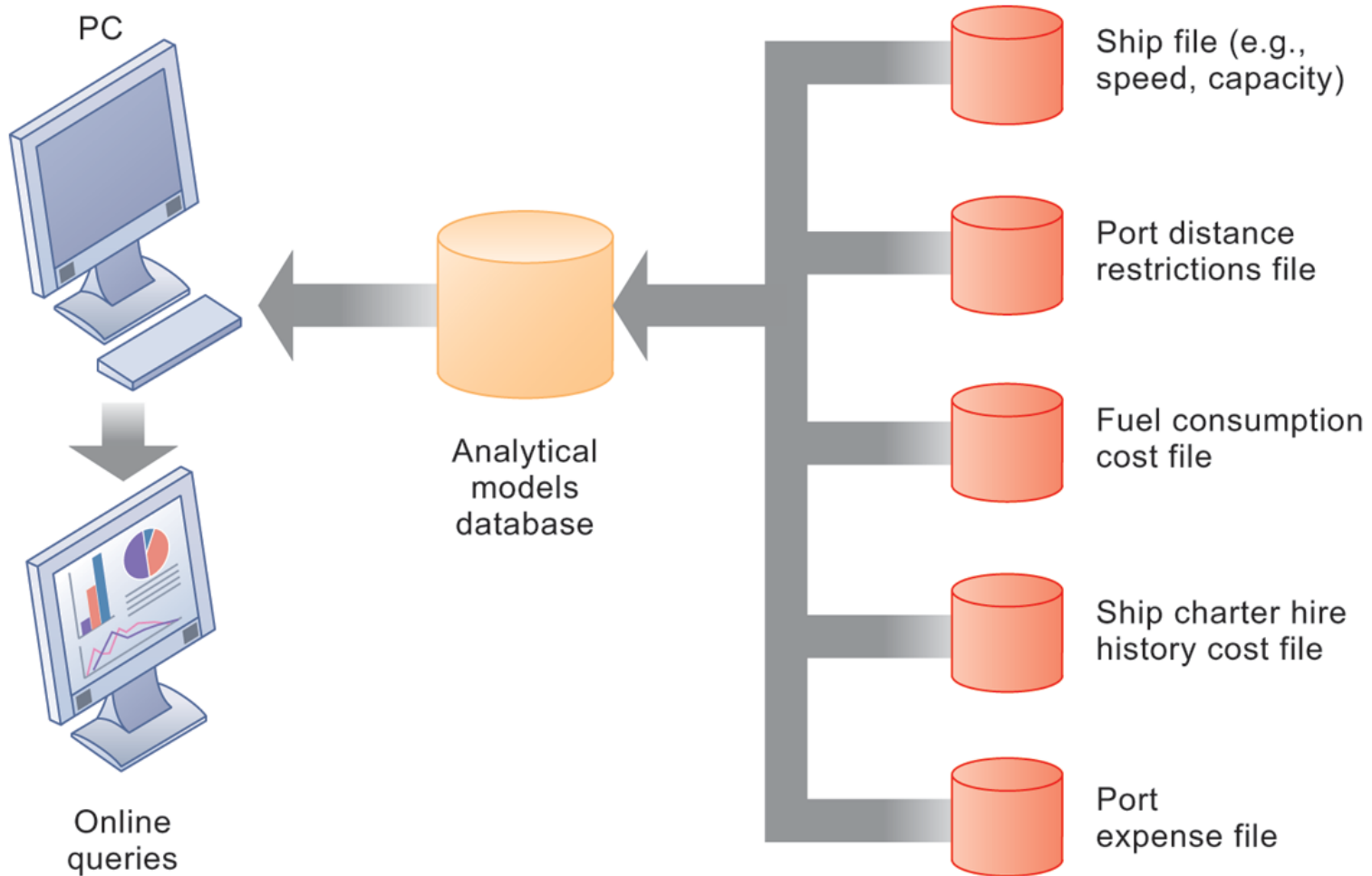


Payroll data on master file

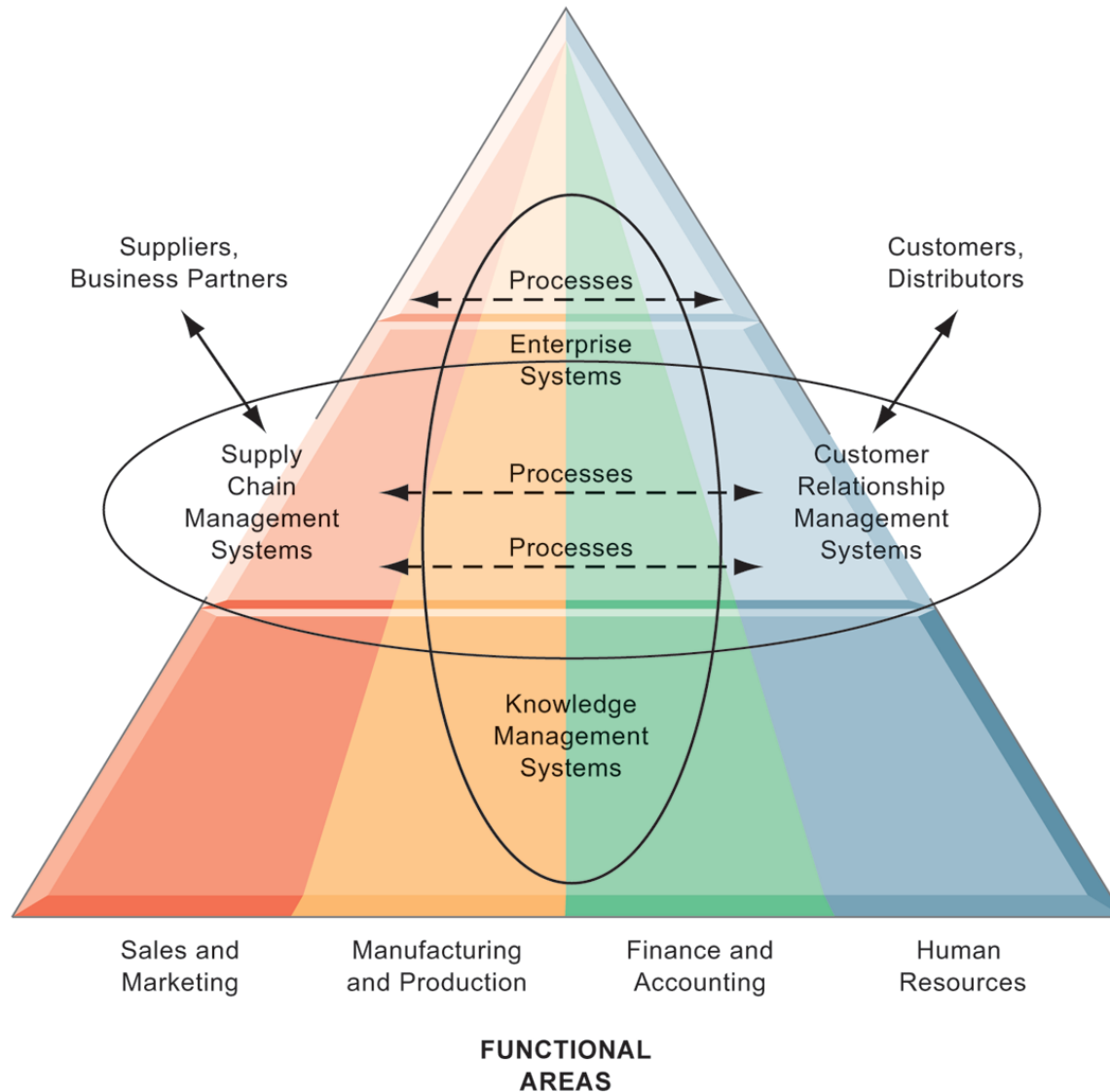
# How Management Information Systems Obtain Their Data from the Organization's TPS



# Voyage-Estimating Decision Support System

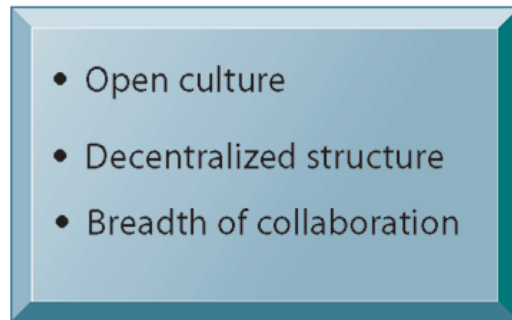


# Enterprise Application Architecture

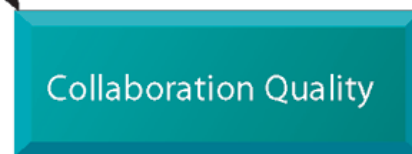
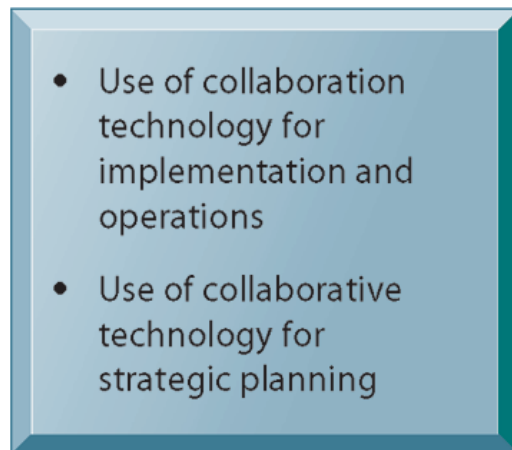


# Requirements for Collaboration

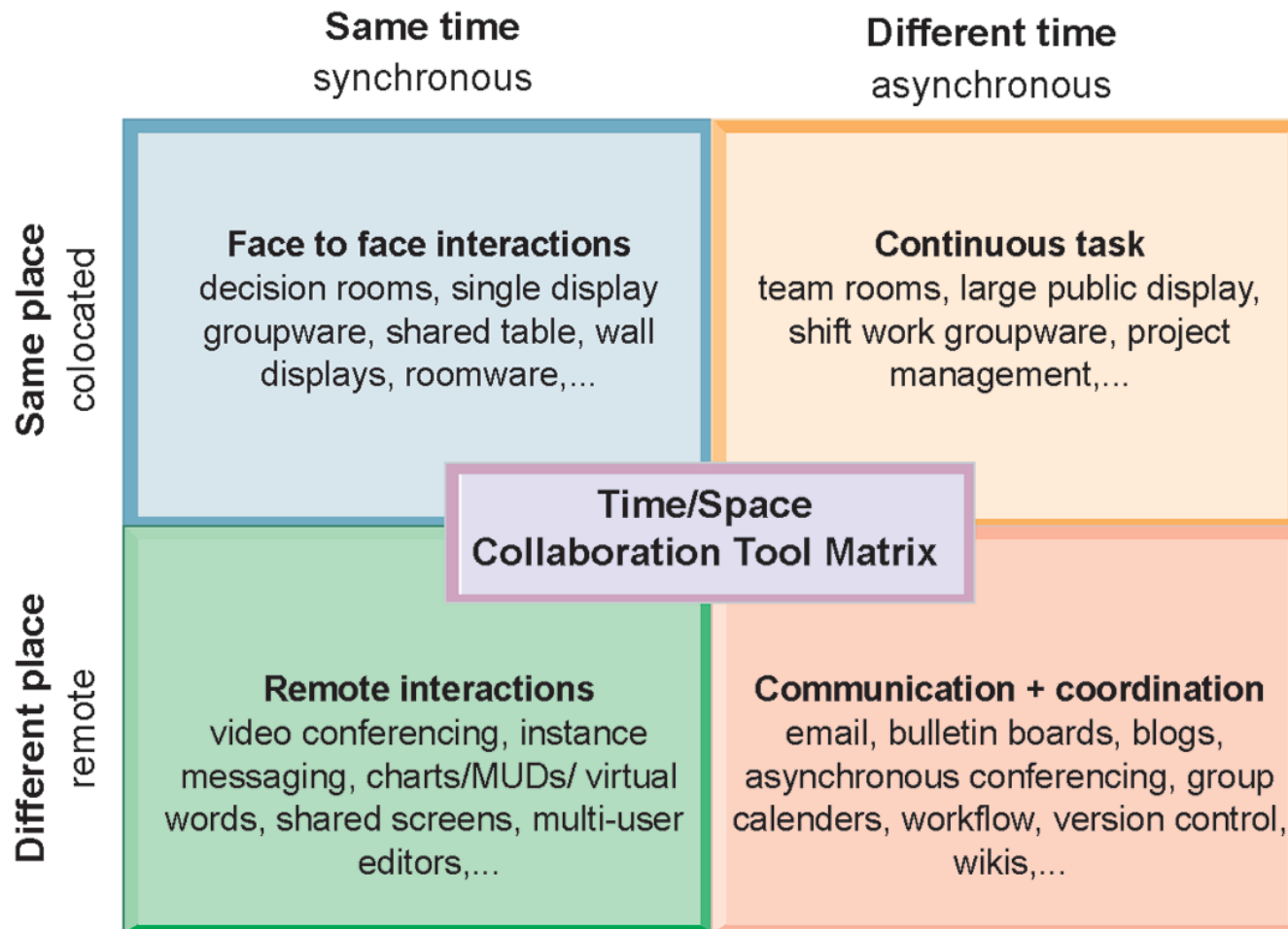
## Collaboration Capability



## Collaboration Technology



# The Time/Space Collaboration Tool Matrix





# 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

# Definition of **Business Model**

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

# Definition of Business Strategy

**A business strategy**  
**is**  
**a long term plan of action**  
**designed to achieve a particular goal**  
**or set of goals or objectives.**

# Business

- “the activity of providing goods and services involving financial, commercial and industrial aspects.” (WordNet 2.0)

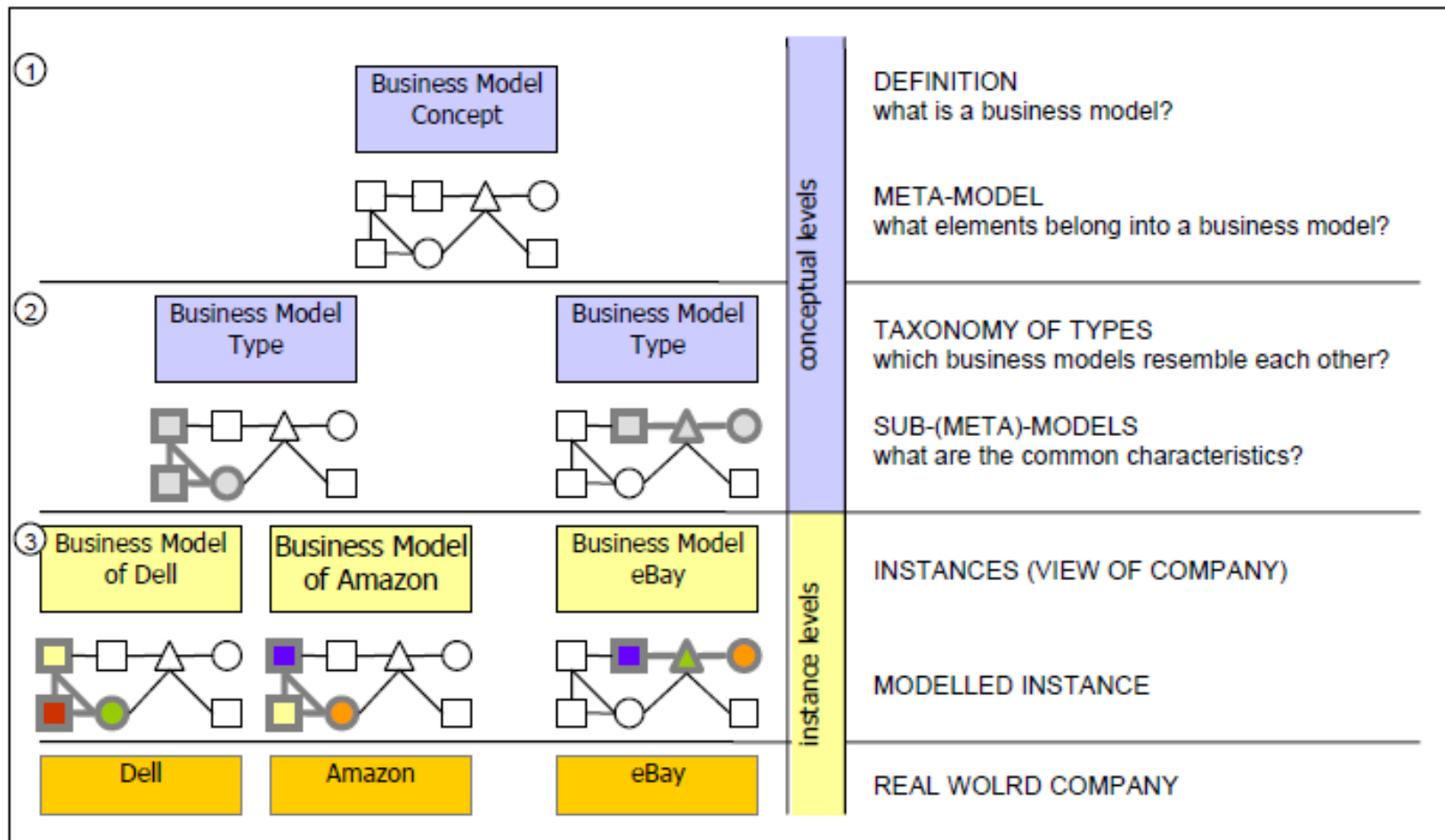
# Model

- “a simplified description and representation of a complex entity or process.” (WordNet 2.0)

# Business Model

- A business model is a **conceptual tool** containing a set of **objects, concepts and their relationships** with the objective to express the **business logic** of a specific firm.
- Therefore we must consider which **concepts and relationships** allow a simplified description and representation of **what value is provided to customers, how this is done** and with which **financial consequences**.

# Business Model Concept Hierarchy





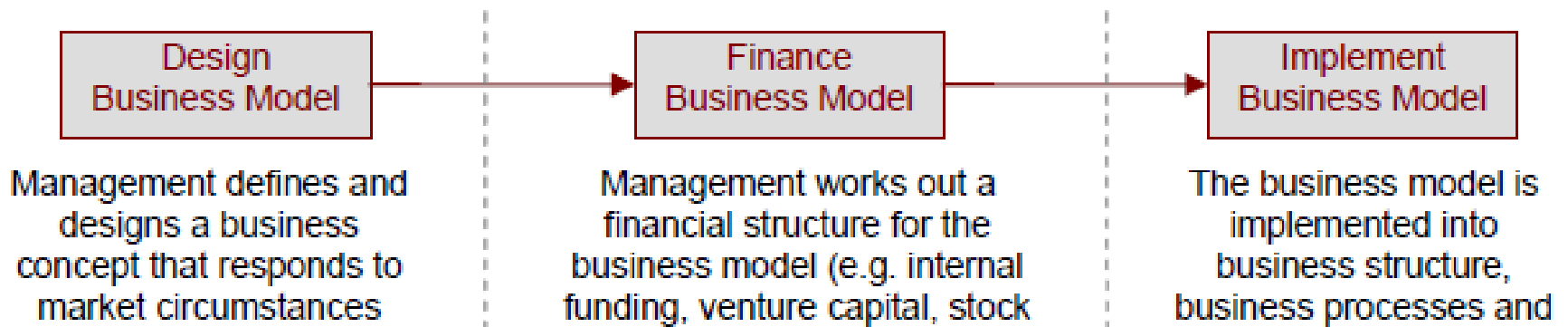
# Business Model vs. Business Process Model

- Business Model
  - a view of the firm's logic for creating and commercializing value
- Business process model
  - how a business case is implemented in processes

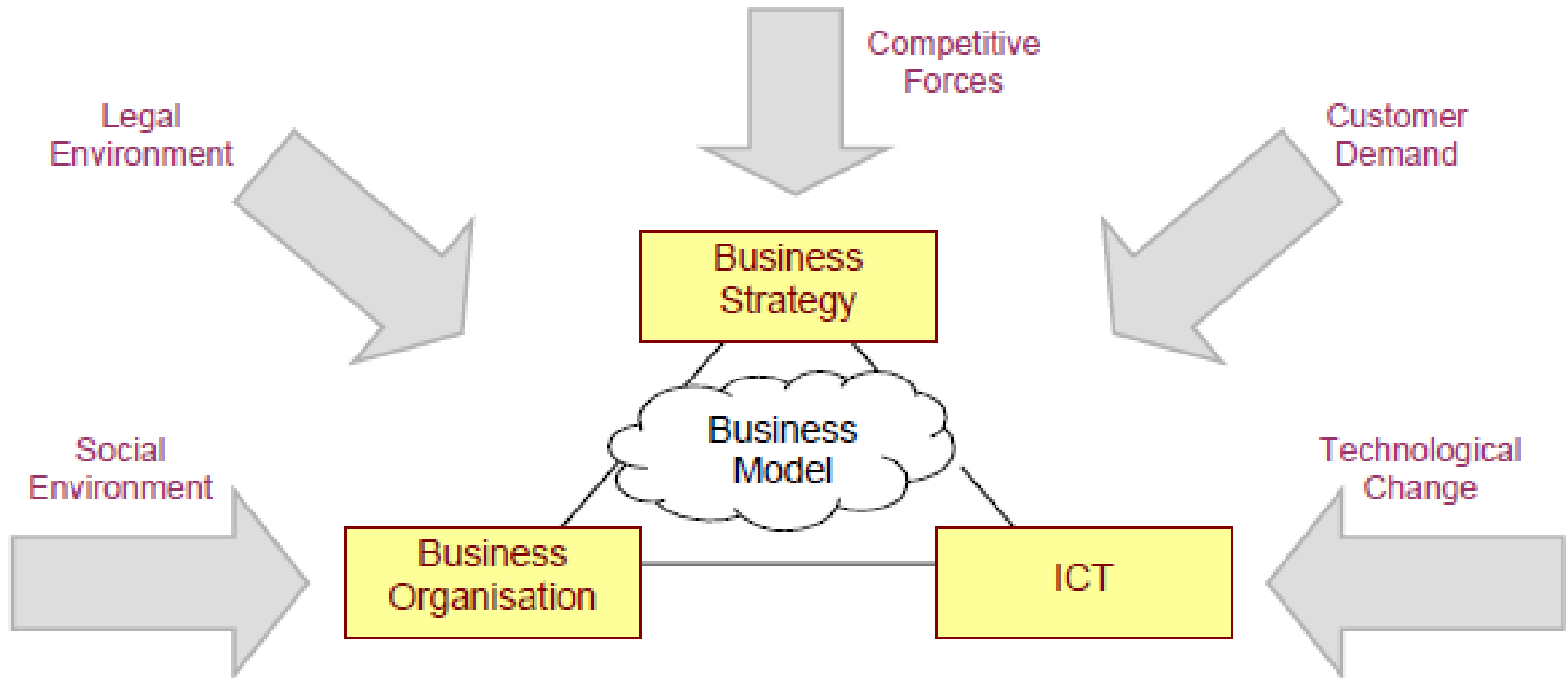
# Business Model vs. Strategy

- Business Models
  - a system that shows how the pieces of a business fit together.
  - an abstraction of a firm's strategy
- Strategy
  - includes competition

# Implementing Business Models



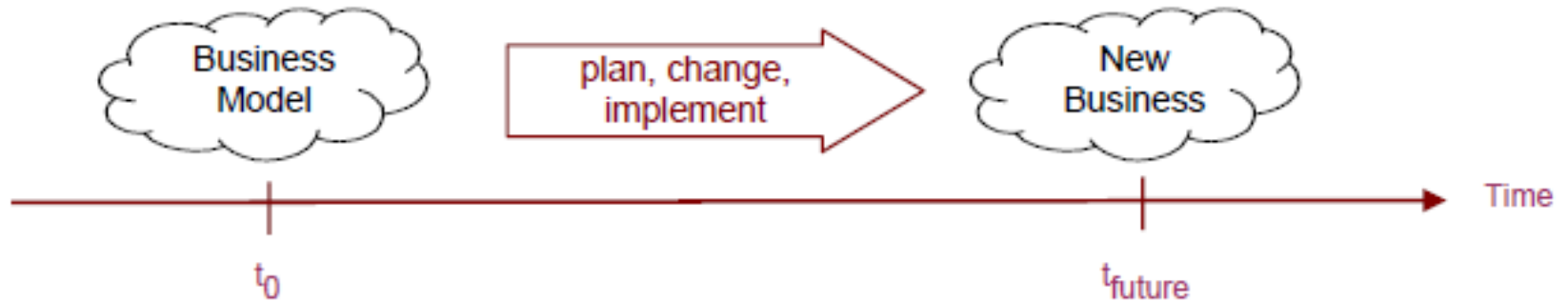
# The Business Model's Place in the Firm



# Nine Business Model Building Blocks

Pillar	Business Model Building Block	Description
Product	Value Proposition	Gives an overall view of a company's bundle of products and services.
Customer Interface	Target Customer	Describes the segments of customers a company wants to offer value to.
	Distribution Channel	Describes the various means of the company to get in touch with its customers.
	Relationship	Explains the kind of links a company establishes between itself and its different customer segments.
Infrastructure Management	Value Configuration	Describes the arrangement of activities and resources.
	Core Competency	Outlines the competencies necessary to execute the company's business model.
	Partner Network	Portrays the network of cooperative agreements with other companies necessary to efficiently offer and commercialize value.
Financial Aspects	Cost Structure	Sums up the monetary consequences of the means employed in the business model.
	Revenue Model	Describes the way a company makes money through a variety of revenue flows.

# Planning, Changing and Implementing Business Models

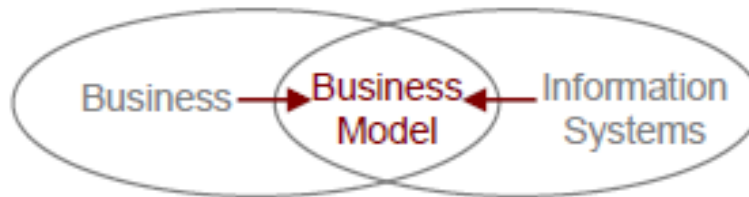


The management analyzes the current business model's adequacy to environmental pressures and designs a new business model

The new business model becomes a goal to achieve and guides planning, change and implementation

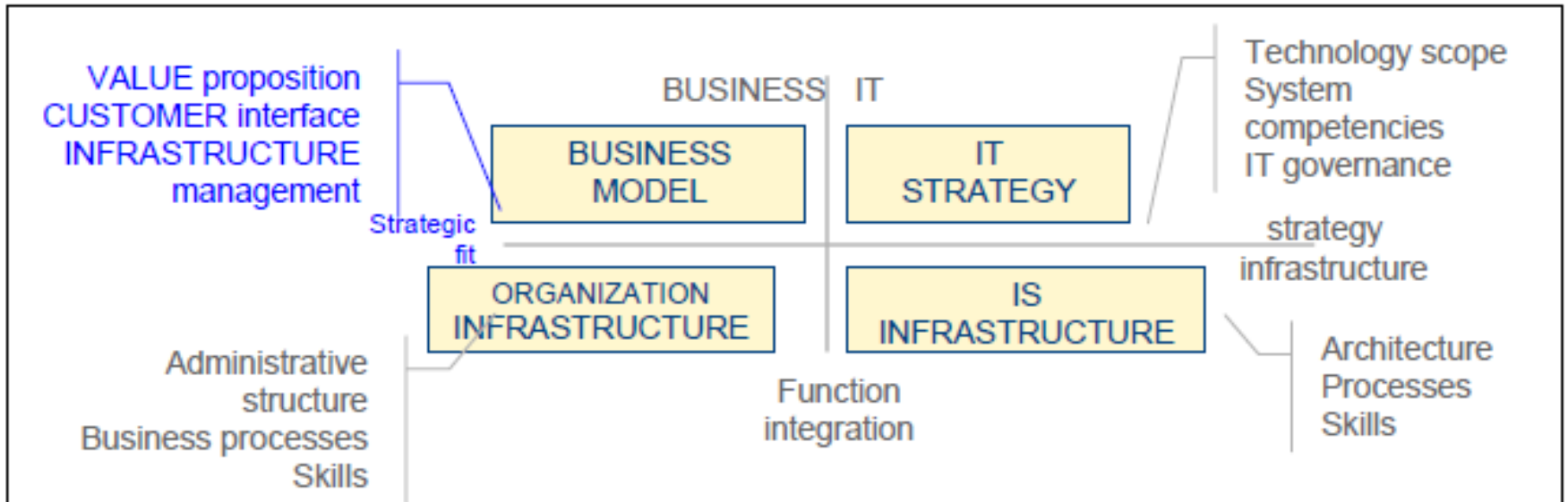
# Business Strategy and Information Systems Alignment

Managers are aware of the use of Information Systems to realize goals, exploit opportunities and obtain competitive advantage



Information Systems support the company's business model and are targeted on areas that are critical to successful business performance

# Business and IT/IS Alignment



Adapted from [Henderson and Venkatraman 1999]



# Infrastructure Alignment

9 INFRASTRUCTURE SERVICES	Application Infrastructure	Communications Management	Data Management	IT Management	Security	Architecture and Standards	Channel Management	IT Research and Development	Training and Education in IT
9 BUSINESS MODEL BUILDING BLOCKS									
Value Proposition									
Target Customer									
Distribution Channel									
Relationship									
Value Configuration									
Capability									
Partnersh									
Cost Model									
Revenue Model									

Adapted from Weill and Vitale [2002]

# 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：  
週四 7,8 (14:10-16:00) B709

# 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