

# Case Study for Information Management

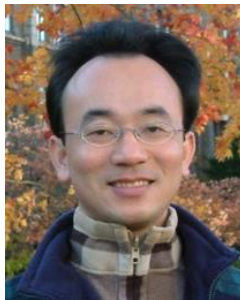
## 資訊管理個案

### Information Systems in Global Business: UPS (Chap. 1)

1031CSIM4A02

TLMXB4A (M1824)

Thu 8, 9, 10 (15:10-18:00) B608



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# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
1	103/09/18	Introduction to Case Study for Information Management
2	103/09/25	Information Systems in Global Business: UPS (Chap. 1)
3	103/10/02	Global E-Business and Collaboration: NTUC Income (Chap. 2)
4	103/10/09	Information Systems, Organization, and Strategy: iPad and Apple (Chap. 3)
5	103/10/17	IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5)
6	103/10/24	Foundations of Business Intelligence: Lego (Chap. 6)

# 課程大綱 (Syllabus)

週次 (Week)	日期 (Date)	內容 (Subject/Topics)
7	103/10/31	Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8	103/11/06	Securing Information System: Facebook (Chap. 8)
9	103/11/13	Midterm Report (期中報告)
10	103/11/20	期中考試週
11	103/11/27	Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12	103/12/04	E-commerce: Amazon vs. Walmart (Chap. 10)

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
13	103/12/11	Knowledge Management: Tata Consulting Services (Chap. 11)
14	103/12/18	Enhancing Decision Making: CompStat (Chap. 12)
15	103/12/25	Managing Projects: JetBlue and WestJet (Chap. 14)
16	104/01/01	開國紀念日(放假一天) (New Year's Day)(Day off)
17	104/01/08	Final Report (期末報告)
18	104/01/15	期末考試週

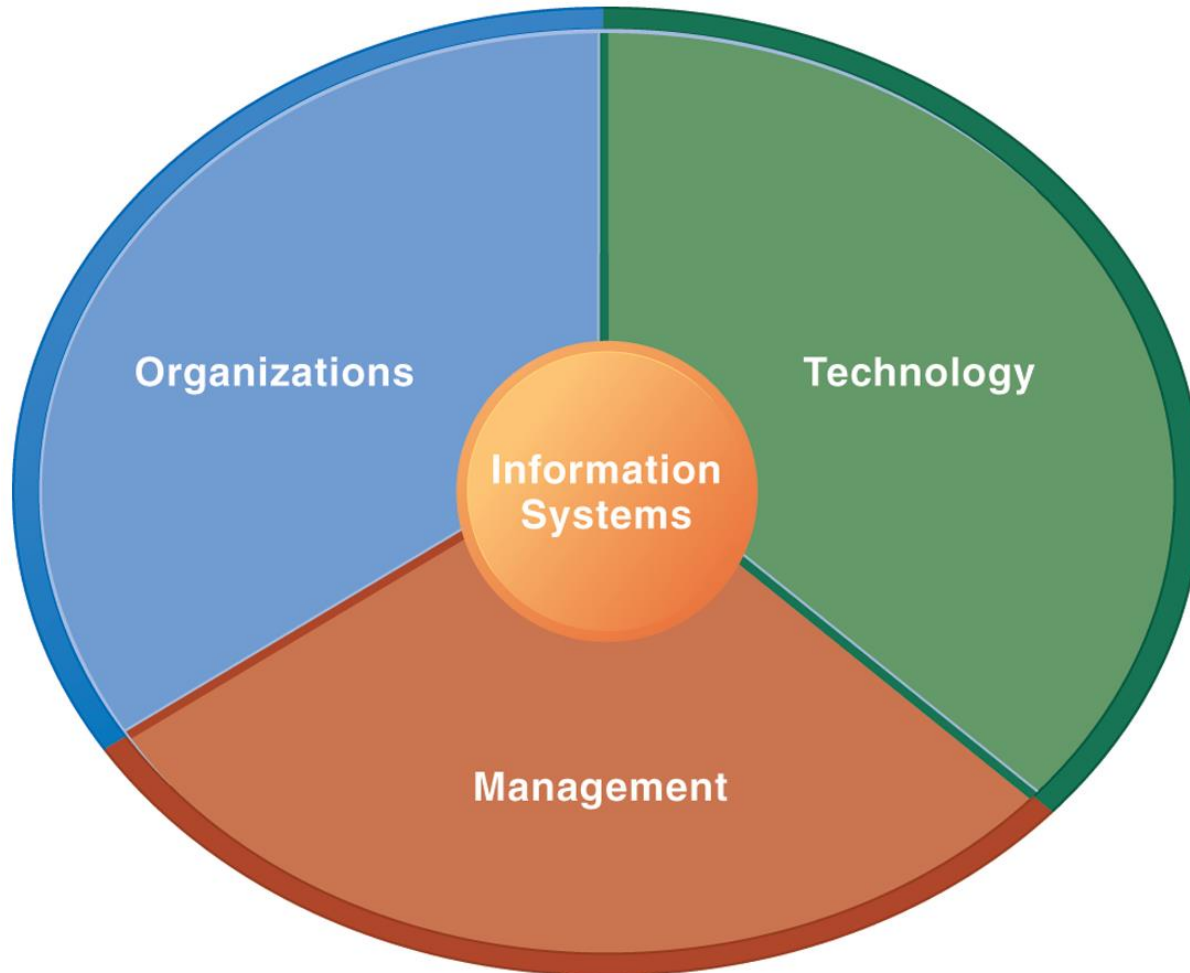
**Chap. 1**  
**Information Systems in**  
**Global Business:**  
**UPS**

# Case Study: UPS (Chap 1.)(pp.54-55)

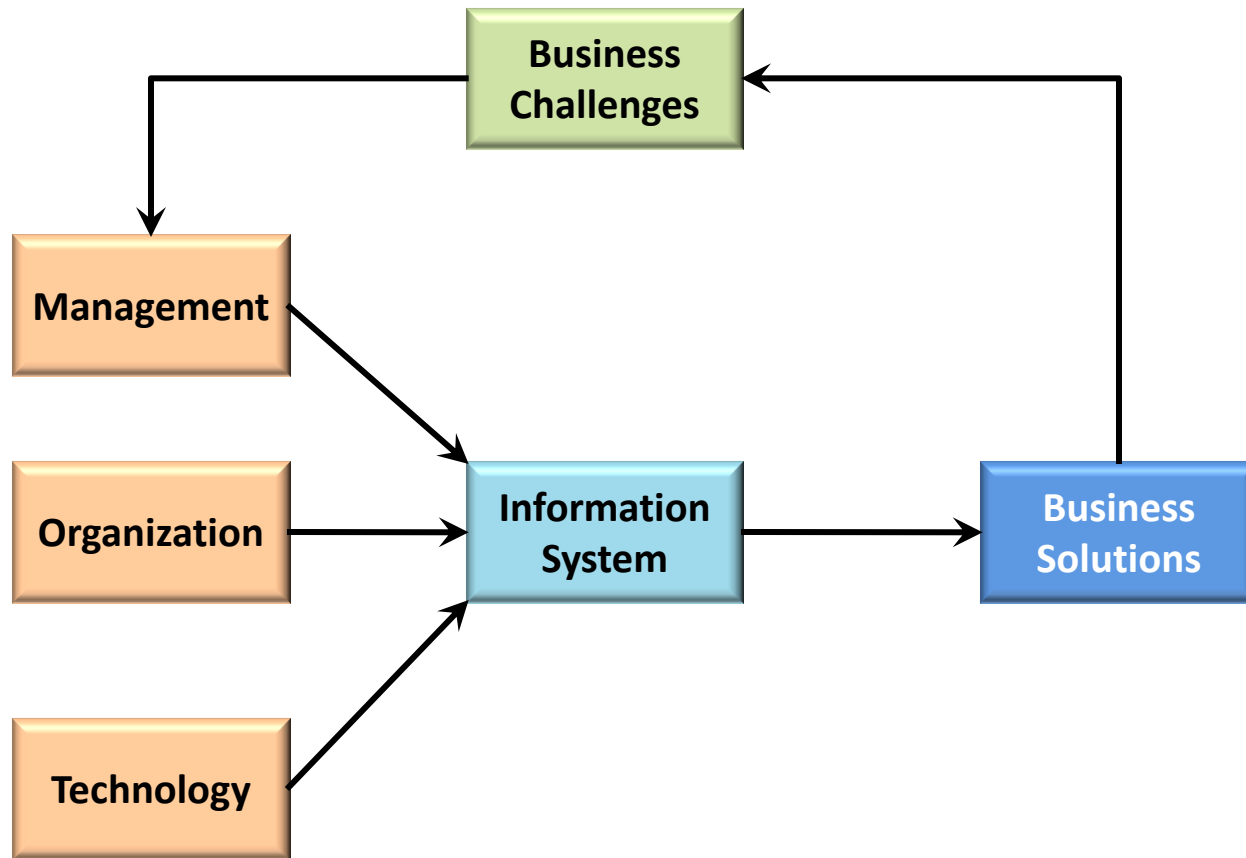
## UPS Competes Globally with Information Technology

1. What are the inputs, processing, and outputs of UPS's package tracking system?
2. What technologies are used by UPS? How are these technologies related to UPS's business strategy?
3. What strategic business objectives do UPS's information systems address?
4. What would happen if UPS's information systems were not available?

# Information Systems Are More Than Computers



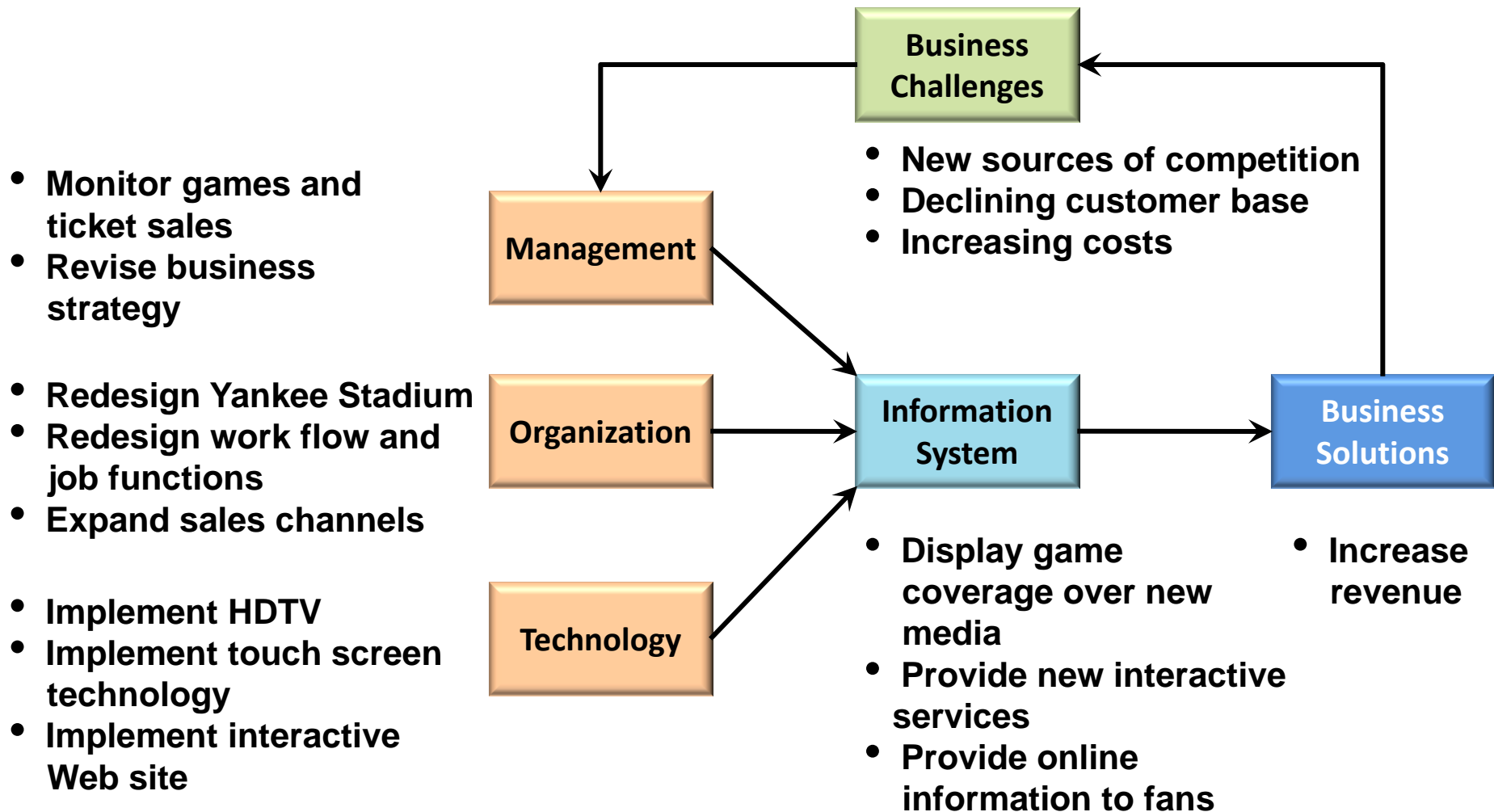
# Overview of fundamental MIS Concepts



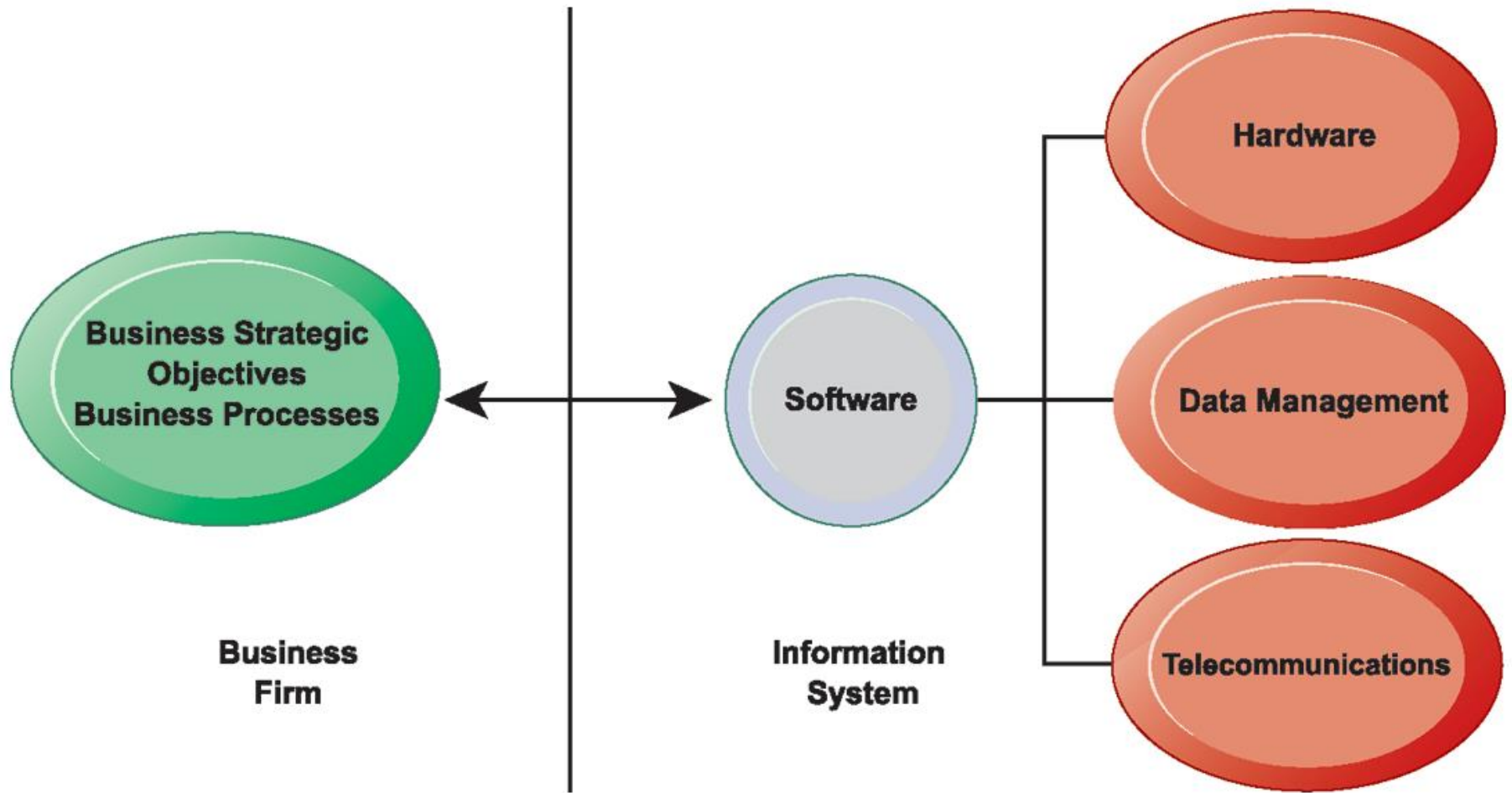


# Overview of fundamental MIS Concepts

## using an Integrated framework for describing and analyzing information systems



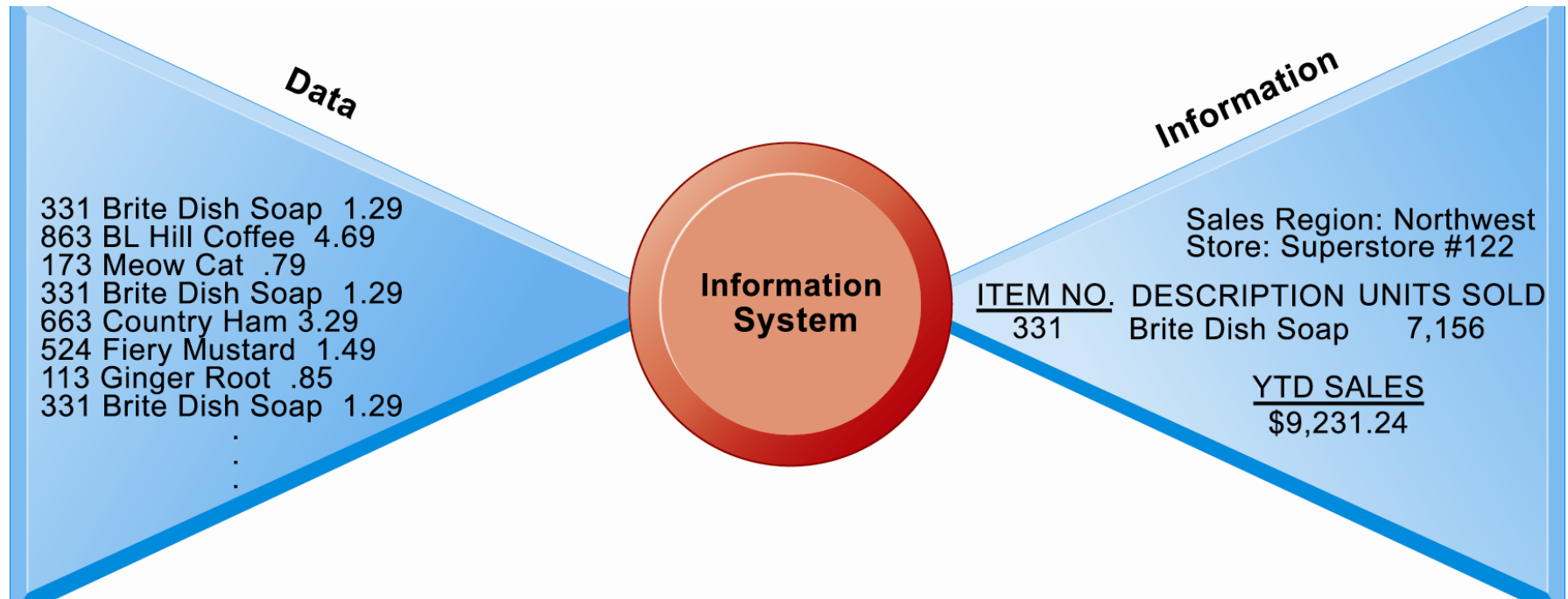
# The Interdependence Between Organizations and Information Technology



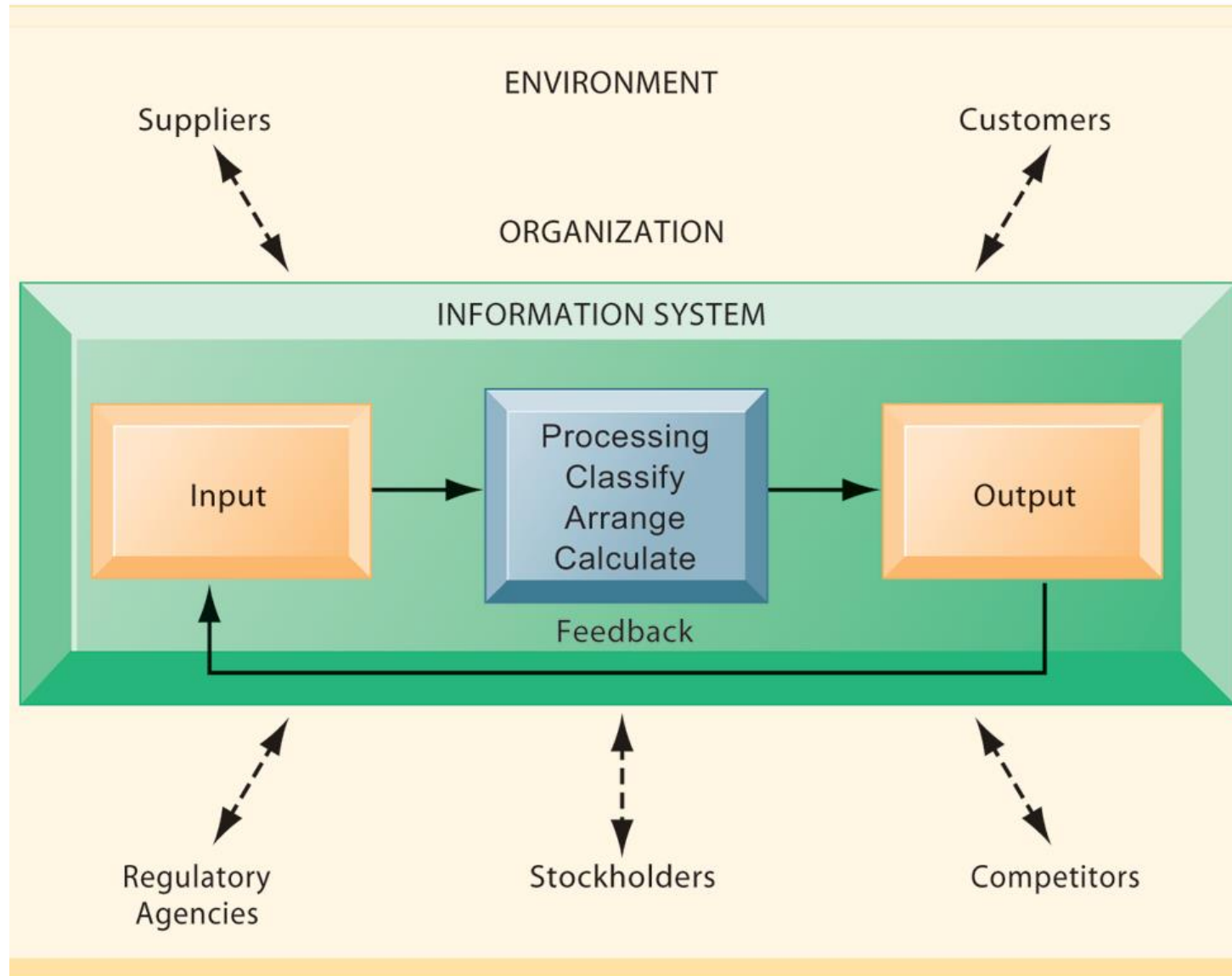
# Strategic Business Objectives of Information System

- Operational Excellence
- New Products, Services, and Business Models
- Customer and Supplier Intimacy
- Improved Decision Making
- Competitive Advantage
- Survival

# Perspectives on Information Systems: Data and Information



# Functions of an Information System



# Dimensions of Information Systems



# Dimensions of Information Systems

- **Organizations**

- People, structure, business processes, politics, and culture.

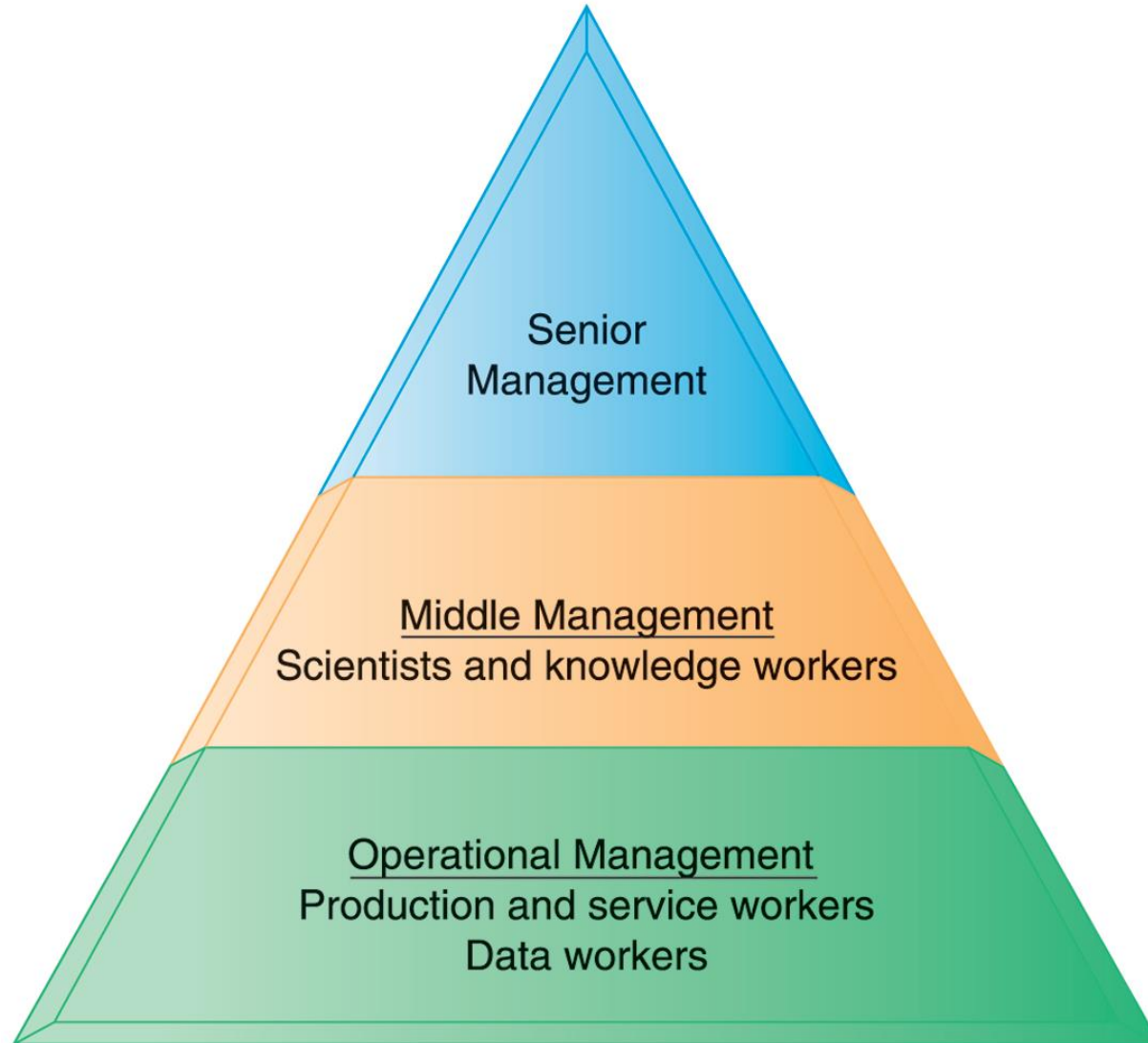
- **Management**

- Make sense out of the many situations faced by organizations, make decisions, and formulate action plans to solve organizational problems.

- **Information Technology**

- Computer hardware, software, data management technology, networking and telecommunications technology

# Levels in a Firm



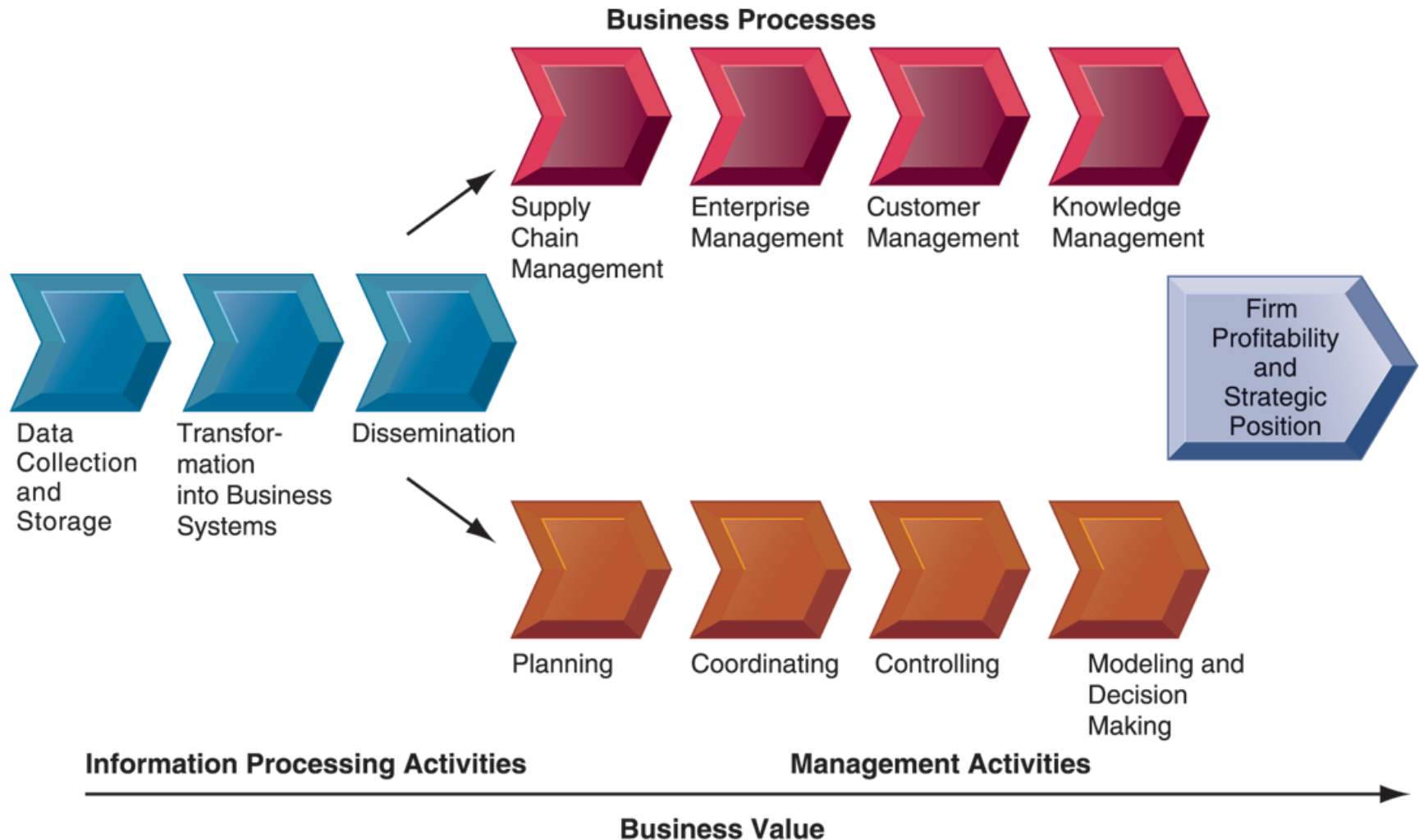


# MAJOR BUSINESS FUNCTIONS

FUNCTION	PURPOSE
<b>Sales and marketing</b>	Selling the organization's products and services
<b>Manufacturing and production</b>	Producing and delivering products and services
<b>Finance and accounting</b>	Managing the organization's financial assets and maintaining the organization's financial records
<b>Human resources</b>	Attracting, developing, and maintaining the organization's labor force; maintaining employee records

# **IT ISN'T JUST TECHNOLOGY: A BUSINESS PERSPECTIVE ON INFORMATION SYSTEMS**

# The Business Information Value Chain



# The Business Information Value Chain

- From a business perspective, information systems are part of a series of **value-adding activities** for acquiring, transforming, and distributing information that managers can use to **improve decision making, enhance organizational performance, and, ultimately, increase firm profitability.**

**COMPLEMENTARY SOCIAL,  
MANAGERIAL, AND  
ORGANIZATIONAL ASSETS  
REQUIRED TO OPTIMIZE RETURNS  
FROM INFORMATION  
TECHNOLOGY INVESTMENTS**

# Organizational assets

- Supportive organizational culture that values efficiency and effectiveness
- Appropriate business model
- Efficient business processes
- Decentralized authority
- Distributed decision-making rights
- Strong IS development team

# Managerial assets

- Strong senior management support for technology investment and change
- Incentives for management innovation
- Teamwork and collaborative work environments
- Training programs to enhance management decision skills
- Management culture that values flexibility and knowledge-based decision making.

# Social assets

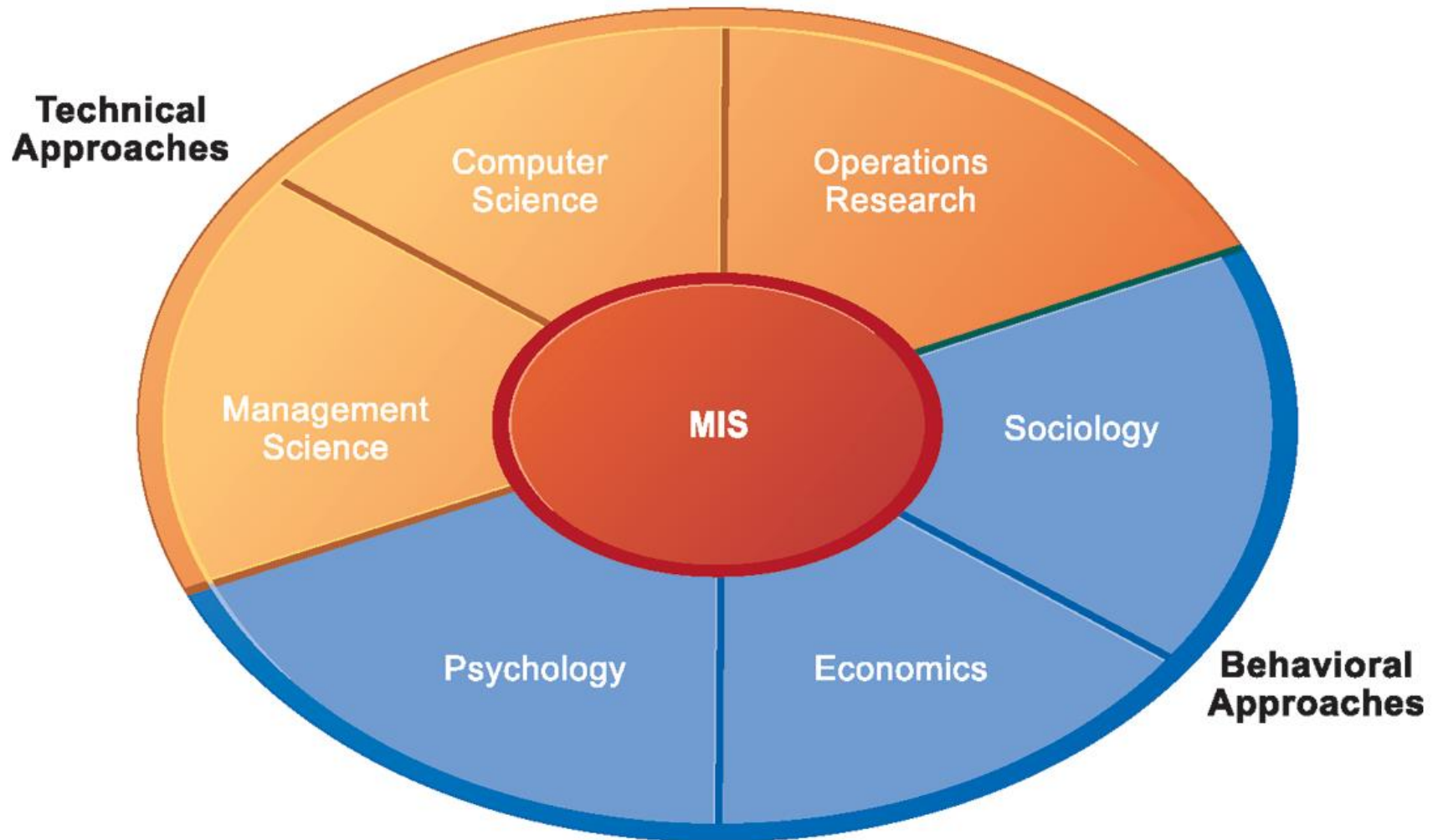
- The Internet and telecommunications infrastructure
- IT-enriched educational programs raising labor force computer literacy
- Standards (both government and private sector)
- Laws and regulations creating fair, stable market environments
- Technology and service firms in adjacent markets to assist implementation



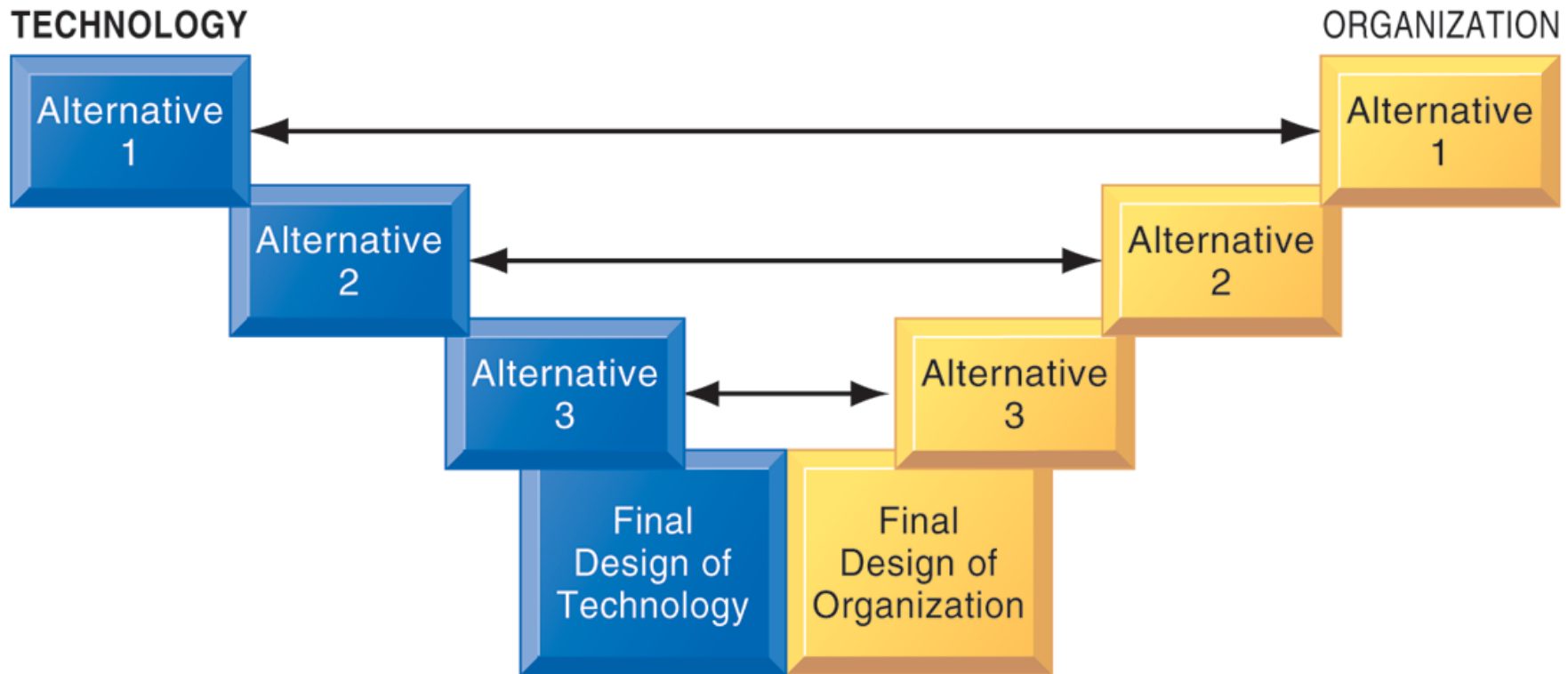
# Contemporary Approaches to Information Systems

- Technical Approach
- Behavioral Approach
- Sociotechnical Systems

# Contemporary Approaches to Information Systems



# A Sociotechnical Perspective on Information Systems



In a sociotechnical perspective, the performance of a system is optimized when both the **technology** and the **organization mutually adjust** to one another until a satisfactory fit is obtained.

# Case Study: NTUC Income (Chap. 2) (pp.105-106)

## Modernization of NTUC Income

1. What were the problems faced by Income in this case? How were the problems resolved by the new digital system?
2. What types of information systems and business processes were used by Income before migrating to the fully digital system?
3. Describe the Information systems and IT infrastructure at Income after migrating to the fully digital system?
4. What benefits did Income reap from the new system?
5. How well is Income prepared for the future? Are the problems described in the case likely to be repeated?

# 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 (2012),  
Management Information Systems: Managing the  
Digital Firm, Twelfth Edition, Pearson.
- 周宣光 譯 (2011) ,  
資訊管理系統－管理數位化公司 ,  
第12版 , 東華書局