ISM 50 - Business Information Systems

Introduction

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UC Santa Cruz
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ISM 50

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What is this class about?

- Supply Chain Management (SCM)

More Examples

- Customer Relationship Management (CRM)
  - Other examples?

Business Process Example

Customer
  Sales
  Finance
  Inventory Control
  Warehousing

Order
  Enter Order
  Take Order
  Check Credit
  Check Stock

Print Invoice
  Print Packing List
  Find Goods
  Ship

Tell Mfg. to make order
Some Examples

- Supply Chain Management
- Customer relationship Management
- Inventory Control
- Transaction Processing
- ...
Why is IT changing so fast?

× ??

Courses Objectives

- The objectives of ISM 50 are to understand
  - needs of business
  - role of information systems in supporting those needs
- How information systems are designed
- How information technology is evolving
- How changes in technology can enable new ways of doing business.
- How to conceptualize and analyze new technologies to solve business problems.

Information Systems Management 50

- What it is not:
  - A programming class
    - (Though some simple programming may be required for some assignments and/or projects)
  - A detailed focus in any particular technology,
    - (A survey of IS technology landscape and its relation to business problems)

ISM 50 Course Pre-requisites

- No specific programming language knowledge required, though useful
- We will assume you know word-processing and PowerPoint
  - PowerPoint is easy to learn
  - We will assume you are motivated and eager to learn!
  - Come to class having done the reading!

What comes first?

- Do business needs drive the design of technology?
- ... Or does the technology drive the design of a business?

Net Neutrality, What is it?

- Internet access providers “must be transparent about their network management practices”.[1]
- “We could see the Internet’s doors shut to entrepreneurs, the spirit of innovation stifled... Or we could take steps to preserve Internet openness...”

Senator Kay Bailey Hutchison (R) TX: “The case has simply not been made for what amounts to a significant regulatory intervention into a vibrant marketplace.”[2]

April 2009: Court rules FCC lacks power to ensure Comcast.

August 2009: Google and Verizon proposed neutral wired, less neutral wireless.

What comes first?

- Do business needs drive the design of technology?
- ...Or does the technology drive the design of a business?
- Both!

Course Organization

- Top Down (Roughly)
  - IT Terminology and IT History
  - Businesses and their needs
  - Technological Applications
  - Technology concepts
  - Important "building block" Information Technologies
    - Data Bases
    - Networks
  - Case Studies Throughout

Reader 1: Pages from

- Author:
  - David Meurerschmidt, Professor of EECS, UC Berkeley
- Focus on
  - Technological concepts in computing and communications
  - Applications
- Top down organization, like our course
- Available now at Bay Tree Bookstore!

Reader 2

- This reader contains
  - Case Studies
  - Other Readings
- Also available now at the Bay Tree Bookstore
- Reader 2 is same as reader from past quarters

Case Studies (in reader)

- Examples of Businesses using Information Technology
- Illustrates the concepts we learn in the class
- The case studies are mostly from the Harvard Business School
  - Designed to stimulate classroom discussion in MBA classes

Class Webpage

http://www.soe.ucsc.edu/classes/ism050/spring10

Contains
- Syllabus
- Assignments
- Instructor contact information
- Requirements for business paper, database project
- Exam dates
Lecture Plan

<table>
<thead>
<tr>
<th>date</th>
<th>time</th>
<th>course</th>
<th>Reading</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>9/25</td>
<td>9:30</td>
<td>Class Introduction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9/28</td>
<td>9:30</td>
<td>IT History and Management</td>
<td>Chapter 1</td>
<td>Section 3.1f of IT Books (pages 47-50)</td>
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<td>Business Paper Proposal</td>
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<td>10:50</td>
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<td>IT Concepts</td>
<td>Business Paper Proposal</td>
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<td>Client Server Computing</td>
<td>Chapter 15 of IT Books:</td>
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<td>11/28</td>
<td>10:50</td>
<td>MIDTERM EXAM (more subject to change)</td>
<td>Chapter 15 of IT Books:</td>
<td>Business Paper Due</td>
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Evaluation (posted on web page)

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<thead>
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<th>Value</th>
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<tr>
<td>Participation</td>
<td>10%</td>
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<tr>
<td>Pop Quizzes</td>
<td>5%</td>
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<tr>
<td>Oral Presentation or Field</td>
<td>5%</td>
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<tr>
<td>Weekly Assignments</td>
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<tr>
<td>Business Paper Proposal</td>
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<td>Midterm</td>
<td>15%</td>
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<td>Database Assignment</td>
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<td>Business Papers Final</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
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EXAMS and Quizzes

Exams

- **Midterm**
  - Probably 10/28

- **Final**
  - 12/6

- Closed book

- A mix of short answers and 1 or 2 essays

- One or two analytical questions

Pop Quizzes

- 3 quizzes, unannounced times

- Simple questions pertaining to the reading assigned for that day

- Only your top 2 quizzes will count

- 5% of your overall grade
Participation

- We will have a lot of classroom discussion over the course of the quarter.
  - especially when we read case studies!
- This is an opportunity for you to
  - think through ideas.
  - give feedback.
  - learn from your classmates.
- We will evaluate your participation.

Classroom Participation

- You earn 1 participation point in each class session in which you make an intelligent comment.
  - Participating more than once in a class session is encouraged, but does not earn more points.
- For full participation credit, you need to earn 8 participation points over the quarter.

Online Forum Participation

- Alternate way of earning participation points
- 1 point for each intelligent post to a discussion thread.
- Discussion forum should begin operating next week!

Participation

- In Summary...
  - You need 8 participation points to get full credit.
- Participation is 10% of your overall grade.

ORAL PRESENTATION and NEWS FOLIOS
Presentation/Folio

You will be **assigned either**

- Presentation
- News Folio

Oral Presentations

- 5 minutes in length
- Assigned to present **one** of the following:
  - Summary of the case study we will discuss in class that day.
  - Recent news story involving business and information systems.
  - Your group’s business paper project
- PowerPoint Presentation.
  - E-mailed to me by the night before

Presentation Evaluation

- **Content**
  - Did the summary capture most important aspects of the case study?
  - Was the news story relevant to the class?
- **Delivery:**
  - Organization
  - Voice Articulation
  - Eye Contact
  - Enthusiasm

Presentation Tips

- Ask the following question: Who is my audience and what is my major message?
- Don’t try to say too much for five minutes
- Avoid jargon - explain technical concepts with simple examples.
- Avoid reading
- Act interested!

Folios

- There are too many of you to have everyone give a presentation 😊
- **Those who are not assigned a presentation will do a “News Folio”**
- **Task:**
  - Collect 3 news articles that are relevant to the class
  - print/copy them
  - For each article, write a 200 word description of how the article relates to issues discussed in class.
- Due dates:
  - Article 1 - 10/12
  - Article 2 - 11/4
  - Article 3 - 11/30

Presentation /Folio Summary

- You will be assigned **either** a news folio or an in-class presentation
- In either case this will be worth 5% of your grade.
Need Presentation Volunteers!
- Two News Stories each of the following days:
  - Thursday 9/28
  - Tuesday 9/30
  - Thursday 10/5
- The rest of this quarter’s presentation assignments will be announced next week

Business Analysis Paper
- Write a paper about a company of your choice.
- Pick a company for which information systems played a key role in making that company successful
  - How did information systems help make the company successful?
- Paper Organization
  - Up to your group (Work in groups of 3 to 4)
  - Chronologically, by topics, or some combination of both.

Business Analysis Paper
- The paper should answer questions like:
  - What industry does the company compete in?
  - What is the competitive environment like?
    - "Porter model" (competitors, substitute products, buyers, suppliers, new entrants...)
  - How did your company use IT to gain a competitive advantage?
  - (Detailed guidelines are posted on the website)

Business Analysis Paper
- How did the company use IT to support or enable its business processes and competitive strategies?
  - What technologies in particular did it use?
  - How much of the company’s success do you attribute to its use of IT and/or the company’s early adoption of IT into their business processes?

Citing Sources
- Plagiarism is illegal and cheating and will not be tolerated!!!
- More than thirty words verbatim must be cited.
- Any facts or figures that are not your own must be cited.
  - EBay’s US Revenues in 2002 were $1.39 billion [1].
Citing Sources

You must cite your sources in the body of the text!!!!

"Semiconductors have found a place in virtually every electronic device in existence. This helps explain why the industry was able to reach $200 billion in sales before a slump brought the figure back down in 2001" [1].

End Note:

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Business Analysis Paper Preferences
Due Tuesday 9/28!

At least two of your preferred companies must be from this list:
- Southwest Airlines
- Federal Express
- Home Depot
- Wal-Mart Stores
- Charles Schwab
- Amazon, COM
- EBAY, COM

With your preferences in mind, we will make the final company assignments to the groups.

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Business Paper Proposal

As a group write a 2-3 page description of what you plan to investigate in your business paper!

Show that you've done some research!

Cite some facts, and some technologies and or strategies that you've heard about the company that you would like to investigate further.

Remember to cite your sources properly!!!
Assignments

Database Assignment

- Learn and Use database software
- An opportunity for "hands-on" experience
- Assignment will be done individually
- Details to follow.
- Database Tutorial later in the quarter
- 10% of your grade

Weekly Assignments

- Approximately once every week or two.
- They will be posted on the class webpage in the assignments column of the syllabus.

Usually,
- Questions from the textbook
- Questions pertaining to Case Study Readings.

However, Assignment 1 is to make a resume and cover letter!

Assignment 1

- Turn in Both:
  - A Resume
  - And Cover Letter
  - Due 9/30 (1 week from today)

Resume should be:
- One page
- Focus:
  - Education, Experience, Skills and Abilities
  - What can YOU do for an employer?
  - You may choose to use a header with the purpose of the resume highlighted.

Personal Resume Criteria

- Looks appealing. (fonts, format, margins)
- No Spelling mistakes
- Avoid irrelevant information from too far in the past
- One Page

- It takes time to build a good resume...

Building Your Resume

Some things employers look for:
- Academically Qualified.
- Well Rounded (includes extra curricular activities)
- Summer Internships, or Part-time work During School
- Professional Presence (Society Memberships)
- Interested and Understanding of Employer's Area.
Educational Content

- Degrees held or degrees you are currently working on.
  - Name of the university.
  - Degree Type and Program
  - (Expected) Completion date
  - GPA
- Include High School degree?
  - Maybe if you are a freshman or sophomore.

Work Experience Content

- Reverse Chronological Order
- Provide Complete Information
  - Company Name
  - Location (city and state)
  - Employment dates (from - to)
    - 1999 to Present if still employed
  - Job Title
  - Major responsibilities
  - Major accomplishments

How do these pertain to the job you are seeking?

Sample

Bing A. Kang
Local address: (123) Remains have not a College Park, MD 20742 • (313) 555-9885
Regional address: (234) Direct deposits receive have not a College Park, MD 20742 • (313) 555-9885

Objective

To offer a new, innovative, or part-time position in biomedical engineering or biotechnology.

Education

University of Maryland
E.E., Biomedical Engineering
GPA 3.2
Regional Project Management & Senior Brand University
Chemical Engineering graduate

Engineering Core & Career Services Office
December 2007

Software

Objective

To offer a new, innovative, or part-time position in biomedical engineering or biotechnology.

Education

University of Maryland
E.E., Biomedical Engineering
GPA 3.2
Regional Project Management & Senior Brand University
Chemical Engineering graduate

Engineering Core & Career Services Office
December 2007

Sample

The G. Ingersoll Company (GINCO)
Carnegie, PA
May 2005 - January 2008

- Personnels will increase existing ongoing progress through self, training, coaching.
- Contribute to the progress of our in-house 30% (50% peak) by initiating a new group of job seekers.
- Continued work during academic career.

Computer Skills

- Microsoft Word, Excel, PowerPoint, Access, Outlook
- Application: Mathematics, Microsoft Office, MS Paint, HTML, Web Browsers
- Proficient in Word, Excel, PowerPoint, Access, Outlook

ACTIVITIES

- Society of Professional Engineers, Student Member 2001-2005 academic year
- Regional Youth Group, President 2002-2003

Sample

Cover Letter

- A letter of introduction, to accompany resume.
- Include brief description of background.
- Write it as if you were applying to take the class.
- Format it as a business letter.

Cover Letter

Bob Brown
12345 Ocean St.
Santa Cruz, CA 95060
September 21, 2005

Jane Smith
Chief Information Officer
ABSC Corporation
Scott Valley, CA 95060

Dear Ms. Smith:

I am writing to apply for the position of Web Architect at ABSC Corporation. I feel especially well-qualified for this position because of my extensive coursework in both programming and in information systems. I have had a Information Systems Management (ISM) student at UC Santa Cruz. I have also had experience designing the website for XYZ Corporation. I have enclosed a copy of my resume. Please contact me if you any questions about my background. I look forward to hearing from you.

Sincerely,

Bob Brown
TO DO:

By Tuesday (9/28):
- Read "IT Management from 1960-2000" in Reader
- Read Chapter I, Section II, of O'Brien Book (this material is also in your reader)
- Business Paper Preferences
  - (Group members, Companies)
  - Turn in as a group

By Thursday (9/30):
- Resume & Cover Letter
  - Turn in as an individual