ISM 50

Course Parameters:

- Tuesday and Thursday 8:00-9:45 PM
- J Baskin Engr 152

WEB PAGE:

(write this down, go home, and bookmark it!)

http://www.soe.ucsc.edu/classes/ism050/Winter2011/
ISM 50

Instructor

- Katerina Potika (potika@soe.ucsc.edu)
  - Office Hours:
    - Tuesday and Thursday, 10:30 - 11:30 AM in E2-341B

TA

- Michael Singer (mjsinger@soe.ucsc.edu)
  - Office Hours:
    - Tuesday and Thursday, 10:00 - 11:45 in E2-486
What is this class about?

Get the "big picture" of the business environment that you will enter in the future.

1) what are business processes
2) information systems used by companies to run their businesses
3) how they are connected
About this class: in a nutshell

Business Processes
- are the tasks or activities that companies use to produce goods or/and services

Information Systems
- computers, web, software
- support/enhance business processes.
What is this class about (example)?

- Supply Chain Management (SCM)
More Examples

Santa Cruz Store

Buy

Berkeley Store

Return

- Customer Relationship Management (CRM)
Some Examples

- Supply Chain Management
- Customer relationship Management
- Inventory Control
- Transaction Processing
- ...

Enterprise Resource Planning
What is an information system?

First let us answer: what is a system?

- Interrelated components
  - Input
  - Processing
  - Output
What is an information system?

- **Information system**
  - A combination of people, hardware, software, networks...
  - ...that collects, transforms, and disseminates information in an organization.
What is Information Technology?

- It’s the technology you use to create an Information System
  - Computer Hardware, Software, Networks, etc...
Status quo of businesses today

Global competitive environment operations (globalization)

- global competition
- information revolution
- knowledge worker
Global competition

- Design, manufacturing, materials, assembly, service, etc.
  - Examples: Nike, Apple
  - In different parts of the world
  - Why?

- Increased competition
  - Global markets vs. local
  - Pressures to be more efficient and effective
Information revolution

- Increased use of IS to create, deliver and use information
  - data, documents, voice, video
  - Global enterprise needs to share information quickly
    - Design, forecasts, material availability, etc.
    - Monitoring, Manage, Communicate
- Is IS the cause or result of globalization?
Knowledge worker

- Increasing dependence on information to do their work
- Create, acquire, process, synthesize, disseminate, analyze and use information
- Who are knowledge workers
  - Sales executive, production managers, product manager, financial analyst
- Use structured and unstructured information
Knowledge worker II

Knowledge work is non-routine, non repetitive

- Understand data and impact of work on others and impact of others’ work; big picture

Task workers: routine, structured tasks

- Customer service representatives, accounting clerks, insurance claims processor

Key skills

- Strategic thinking: big picture, process view
- Information literacy: find and use needed information
- Communication and collaboration: project team
The objectives of ISM 50 are to understand

- The needs of businesses
- The 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.
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)
Who Should Take it?

Q: Are you considering a career in marketing, finance, accounting or start your own business? Have no idea what you want to do?

- ISM Majors, and those thinking of an ISM major
  - A survey of the ISM major.

- BME Majors
  - Seeking a basic understanding of technology and its role in solving business problems.

- CS, CE, and other engineering majors
  - Those seeking a higher level overview of what technologies are used for.
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?
- Both!
Course Organization

- Top Down (Roughly)
  - IT Terminology and IT History
  - Businesses and their needs
  - Technological Applications
  - Technology concepts
  - Important “building block” Information Technologies
    - Databases
    - Networks

- Case Studies Throughout
Author:
- David Messerschmitt, Professor of EECS, UC Berkeley

Focus on
- Technological concepts in computing and communications.
- Applications.
- Top down organization, like our course
Reader 2:

- The reader contains
  - Chapters 1&2 from “Management Information Systems” by James O’Brien
  - Case Studies

- Both readers are available at the Bay Tree Bookstore (Reader 1 soon....🤔)
Case Studies (in Reader 2)

- Examples of Businesses using Information Technology
- Illustrate 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
Supplementary Book

Essentials of Business Processes and Information Systems

Simha R. Magal, Jeffrey Word

Use case studies
Class Webpage

http://www.soe.ucsc.edu/classes/ism050/Winter2011/

Contains

- General Class information
- Announcements
- Link to online forum
- Link to detailed description of class:
  http://www.soe.ucsc.edu/classes/ism050/Winter2011/ism50_outline.html
  - Syllabus
  - Homework
  - Requirements/Guidelines for business paper, database project
  - Important dates
# Syllabus (Tentative) ON Web Page

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<td>Application Architecture (Cont’d) Wrap Up, Final Review</td>
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**FINAL EXAM**
Evaluation

- Exams (35%)
  - Midterm
  - Final
- Pop Quizzes (5%)
- Participation in class & online forum (10%)
- Oral Presentation / News Folios (5%)
- Business Paper (25%)
  - Proposal
  - Final Paper
- Database Assignment (10%)
- Weekly Homework (10%)
Evaluation

- Exams (35%)
  - Midterm
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  - Proposal
  - Final Paper
- Database Assignment (10%)
- Weekly Homework (10%)
• Exams

- Midterm (15%)
  - Tuesday, February 8, 8:00-9:45
- Final (20%)
  - Tuesday, March 15, 8:00-11:00

EXAM DATES ARE FINAL

- Closed book

- A mix of multiple questions, short answers and 1 or 2 essays
- Computation
- One or two analytical questions
Evaluation

- **Exams (35%)**
  - Midterm
  - Final

- **Pop Quizzes (5%)**

- **Participation in class & online forum (10%)**

- **Oral Presentation / News Folios (5%)**

- **Business Paper (25%)**
  - Proposal
  - Final Paper

- **Database Assignment (10%)**

- **Weekly Homework (10%)**
• **Pop Quizzes**

- 3 quizzes, unannounced times
- Simple questions pertaining to the reading assigned for that day
- Only your top 2 quizzes will count
Evaluation

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  - Proposal
  - Final Paper
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- Weekly Homework (10%)
**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.

- You also earn **1 participation point** when posting *intelligent* comments in online discussions (forum)
  
  Discussion forum should begin operating next week!

- For full participation credit (10%), you need to earn **8 participation points** over the quarter.
ID please...

- Please say your name every time you speak
- Also, email us a picture of you, file named after you as follows FirstLast.jpg
Evaluation

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- Business Paper (25%)
  - Proposal
  - Final Paper
- Database Assignment (10%)
- Weekly Homework (10%)
You will be assigned either Presentation or 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 (till 9pm)
Presentation Evaluation

- **Content of presentation**
  - Did the case summary outline the most important aspects of the case study?
  - Was the news story relevant, and furthermore where the points most relevant to the class discussed?

- **Delivery:**
  - Organization
  - Voice Articulation
  - Professionalism
  - Timing
  - 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 from the slides
- 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 - January 20
    - Article 2 - February 10
    - Article 3 - February 24

Hardcopies - drop in class
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!

- Thursday 1/6: 2 News Stories
- Tuesday 1/11: 2 News Stories
- Thursday 1/13: 2 News Stories
- The rest of this quarter’s presentation assignments will be announced next week
Evaluation

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- Oral Presentation / News Folios (5%)
- **Business Paper (25%)**
  - Proposal
  - Final Paper
- Database Assignment (10%)
- Weekly Homework (10%)
Evaluation

- Exams (35%)
  - Midterm
  - Final
- Pop Quizzes (5%)
- Participation in class & online forum (10%)
- Oral Presentation / News Folios (5%)
- Business Paper – only one in a group
  - Proposal (5%)
  - Final Paper (20%)
- Database Assignment (10%)
- Weekly Workhome (10%)
• 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 II

The paper should answer questions like:

- What industry does the company compete?
- 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?
Business Analysis Paper III

- How does the company use IT to support or enable its business processes and competitive strategies?
  - What technologies in particular does 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?

- Detailed Business Paper Guidelines will be posted on the website
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.
  - e.g. Ebay’s revenues in US Revenues in 2002 were $1.39 billion [1].
Citing Sources

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

e.g.:

“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:

Citing Sources

- The easiest way to lose points on your paper is to not cite sources!

- Guide on class website to help you cite your sources correctly.

- Talk to the TA or Instructor if you have questions.
Suggested sources of Information

- Company website
- 10K report
  - (This is the annual report public companies file with Security and Exchange Commission.)
- ABI/Inform article database
  - A database of articles from magazines like “Business Week” and economics journals/newspapers.
  - Find it at: http://library.ucsc.edu
  - Click on “article database” on left margin.
  - Click on “Proquest Newspapers”
  - Try this tonight! And let us know if you have problems
- Industry specific publications
  - Example: Aviation Week
- Books
- Good Magazines (The Economist)
- Consulting groups: Forrester, Gartner, ...
You are encouraged to try to form your own groups.

However, we want a mix of

- Engineers and non-engineers
- Experience levels

So, we may modify the groups.

As a group, turn in 3 things:
1. List of your proposed group members.
2. List of companies you would like to study.
3. Suggested person to do the 5 minute presentation on your group’s project.

If you don’t have someone in mind to work with, turn in the above 3 things as an individual.
At least two of your preferred companies must be from this list:
- Southwest Airlines
- Federal Express
- Home Depot
- Wal-Mart Stores
- Charles Schwab
- Amazon
- EBay

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

PROPOSAL DUE: January 20
FINAL PAPER DUE: March 8
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• Database Assignment

- Learn and Use database software

- An opportunity for “hands-on” experience without having to use advanced programming.

- Assignment will be done individually

- We will give you the details of the assignment sometime after the midterm.

- Database Tutorial later in the quarter
Evaluation

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- Weekly Homework (10%)
• Weekly Homework

- Approximately once every week or two.
- They will be announced and posted on the class webpage.
- Usually,
  - Questions from the textbook
  - Questions pertaining to Case Study Readings
- However, Homework 1 is to make a resume and cover letter!
- Individual hardcopies!!!
Homework 1

- Turn in **Both:**
  - A Resume
  - And Cover Letter
  - Due 1/11 (1 week from today)

**Resume should be:**
- One page

**Focus:**
- Education, Experience, Skills and Abilities
- What can YOU do for an employer?
Personal Resume Criteria

- **Appealing look** (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?
BRAD A. KANG
Local address: 4123 Hagerstown Hall • College Park, MD 20742 • (301) 314-5464
Permanent address: 3829 Belvoir Court • Newtown, PA 18940 • (215) 537-4177
E-mail address: sstudent@umd.edu

OBJECTIVE

To obtain a co-op, summer, or part-time position in biomedical engineering or biotechnology.

EDUCATION

University of Maryland
B.S., Biological Resources Engineering
GPA 3.6

Virginia Polytechnic Institute & State University
Chemical Engineering coursework

EXPERIENCE

Engineering Co-op & Career Services Office
Peer Assistant
• Critique engineering student resumes.
• Provide information to engineering employers.
• Present introductory job skill workshops and orientation sessions.
• Maintain office databases and employer information files.

University of Maryland
Design Team Leader - Engineering Design
• Managed a team of 5 students to work within project constraints and deadlines.
• Designed, fabricated, and evaluated a digital postal scale according to design specifications.
• Submitted prototype chosen to compete in the final design competition.
• Prepared and formally presented a preliminary and final design package using Pro Engineer, Adobe Photoshop, Microsoft Excel, and Microsoft Powerpoint.
Sample

The O. Hommel Company (OHCO) Carnegie, PA
Chemist/Lab Technician May 2003 - January 2004

- Formulated new and improved existing epoxy printing inks used for protecting, coating, or decorating glass surfaces.
- Conducted tolerance experiments on OHCO products for resistance to ultraviolet degradation, solubility, melting and freezing points.
- Independently filled product orders of up to 50 pounds and coordinated shipping itinerary.
- Continued work during academic calendar breaks.

COMPUTER SKILLS

- Engineering Applications: AutoCAD-R13, Pro Engineer, TKSolver
- Language: C++
- Applications: Mathematica 5, Microsoft Office, MiniTab 11, Web Browsers
- Platforms: Windows 95/NT/2000/XP, Linux

ACTIVITIES

- Society of Plastics Engineers: Student Member 2002 - 2003 academic year
- Virginia Tech Varsity Rowing Team: Spring 2002 & 2003
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, or pretend like you are applying to a job.

- Format it as a business letter.
Bob Brown  
12345 Ocean St  
Santa Cruz, 95060  
September 21, 2005

Jane Smith  
Chief Information Officer  
ABC Corporation  
Scotts Valley, CA 95000

Dear Ms. Smith:

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

Sincerely,

Bob Brown
TO DO:

By Thursday (1/6):
- Read “IT Management from 1960-2000” in reader
- Read:
  - Chapter 1, Section II, of O’Brien book (this material is also in your Reader 2)
  - Chapter 1, Introduction, of Messerchmitt book (or Reader 1)

By Tuesday (1/11):
- Send me (cc: TA) your photo
- Business Paper Preferences
  - Group members, Companies, and suggested person to give presentation
  - Turn in as a group
- Resume & Cover Letter
  - Turn in individually
Some Terminology from Messerschmitt
Definitions

- **An application**
  - a software program that provides direct and specific value to a user or organization
  - Ex. Microsoft Word

- **A networked application**
  - distributes programs across 2 or more computers which collaborate in realizing an application.
  - *Ex. Distributed Database*
Definitions

- **Information Technology**
  - the suite of technologies that manage the storage, communication, and manipulation of information.

- **Infrastructure**
  - part of the information technology shared by many applications
    - Hardware – computers and the network
    - Software – operating system, middleware
Definitions

- **Middleware**

  software falling between the operating system and the application.

  - Ex. connects software components or applications based XML, Web services
History of Computing

- **Centralized**
  - A few big mainframes to automate business functions such as payroll and accounting
- **Time-Shared**
  - Terminals added so many could access main frame
- **Decentralized**
  - PCs on every desk
- **Networked**
  - Applications could be geographically distributed
Definitions

Legacy Applications

- Applications implemented in the technology of yesterday.
Next time

- Read “IT history from 1960-2000” (found in Reader 2)
  - Read Chapter 1 --section II of O’Brien (found in reader)
- Read Chapter 1 - Messerchmitt
  - (also found in Reader 1)