Chap. 1  Global E-business and Collaboration

Business Functions/Business Processes
Relation of company size on business processes and business functions
Senior vs. Middle vs. Operational Management
Knowledge workers vs. Data workers
Transaction Processing Systems
Management Information Systems
Decision Support Systems
Executive Support Systems
Enterprise Applications
   -Key examples: ERP, SCM, CRM, KMS
Collaborative applications
   -Email, social networking, wikis, virtual worlds, virtual meeting,
   Google apps, MS Share point, Lotus Notes
IS department roles
   -CIO, CSO, CPO, CKO
Review Questions;
   How information technology enhances business process?
   The Role of information systems in a business
   The benefits of enterprise applications
   What are collaboration is issues, and means?

Chap. 2 Achieving Competitive Advantage with Information Systems

Porter Competitive Model
   -Cost Leadership vs. Differentiation
   -Alliances, Growth, and Innovation Supporting Strategies
Barriers to entry
Switching Costs
Lock-in
Porter’s Value Chain
Corporation
Synergies
Core Competencies
Network effect
Network strategies
Disruptive Technologies
Globalized business approaches
   -Domestic/Exporter/Multinational/Franchisers/Transnational
Centralized vs. decentralized vs. duplicated systems
Quality
   -Customer vs. producer perspective
   -TQM
   -Role of Benchmarking
   -Cycle time
Business Process Management
Business Process Reengineering
Review Questions;
   The importance of value chain and the way to applications of information technology
   Information systems for competitive excellence in a business
   The role of business process management and reengineering
Chap. 3  **Achieving operational excellence and Customer Intimacy:**

*Enterprise Applications*

Enterprise Application
- Departmental vs. enterprise
Enterprise Resource Planning
- Manufacturing resource planning, MRP
Differences between early MRP and modern ERP
Key features of ERP
- Multi-functional, integrated, modular
Design around key business processes
- Customizable options

Supply Chain
- Safety stock Just-in-Time
- Bullwhip Effect
- Supply chain planning systems
- Push vs. Pull

CRM
- Sales force automation vs. customer service vs. marketing roles
- Operational vs. analytical CRM types
- Importance of churn-rate
- Service platforms

*Enterprise Portals*

Review Questions;
- How do enterprise systems help business achieve operational excellence?
- The role of supply chain management systems
- The role of customer relationship management systems
- The difficulties to apply enterprise applications

Chap. 4  **E-commerce: Digital Markets, Digital Goods**

E-Commerce
- Differences with traditional commerce

Digital markets
- Reduce: information asymmetry, search costs, transaction costs
- Why is information asymmetry important in markets?
- Enable: dynamic pricing, disintermediation

Digital goods
- 0 or nearly 0 marginal cost

Consumer Commerce (B2C)
Business to Business (B2B)
Interconsumer Commerce (C2C)

Popular business model categories
- Portal/search engine, e-tailer, content provider, market creator, transaction broker, service provider, community provider.

Revenue models
- Advertising, sales, subscription, free/freemium, transaction fees, affiliate

Wisdom of Crowds
E-commerce marketing
Case Studies

Otis
Before the deployment of OTISLINE, why was it difficult for management to know how well the organization was providing service to its customers?

Why was reducing the cycle time of order to hand-over an important goal?

How did the e-Logistics system force people in the organization to follow the new business processes?

Did OTIS choose to dispose of most of its legacy systems when it instituted e-logistics?

Cisco ERP
What are some of the actions that Cisco took that contributed to the successful deployment of ERP?

What mistakes did Cisco make?

What are the most important lessons that another company that wants to deploy ERP could learn from Cisco’s experience?

Alibaba.com
What is Alibaba.com’s business? How does it get revenues?

What competition does Alibaba.com have? How difficult would it be for a new entrant to duplicate Alibaba’s success?

Do Alibaba’s “suppliers” (businesses selling via Alibaba) have strong bargaining power?

What about the buyers on the web site?