Laudon & Laudon Chapter 2

- Business Processes
- Business Functions
- 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
- IS department roles
  - CIO, CSO, CPO, CKO

Sample Questions:

- True or False: Transaction processing systems are most commonly encountered at the senior management level of an organization.
- True or False: A hotel reservation system is a typical example of a management information system.
- Executive support systems are information systems that support the:
  - A) long-range planning activities of senior management.
  - B) knowledge and data workers in an organization.
  - C) decision-making and administrative activities of middle managers.
  - D) day-to-day processes of production.

Laudon & Laudon Chapter 3

- Porter Competitive Model
  - Cost Leadership vs. Differentiation
  - Alliances, Growth, and Innovation Supporting Strategies
- Barriers to entry
- Switching Costs
- Lock-in
- Synergies
- Core Competencies
- Network effect
- Network strategies
- Globalized business approaches
  - Domestic Exporter
  - Multinational
  - Franchisers
Transnational
• Centralized vs. decentralized vs. duplicated systems
• Business Process Management
• Business Process Reengineering
• Sample Questions:
  o True or False: The more people that use Microsoft Office software and related products, the greater its value.
  o True or False: High Barriers to entry hurt the profitability of companies that have already entered an industry.

Laudon & Laudon Chapter 9
• Application
  o Departmental vs. enterprise
• Enterprise Resource Planning
  o MRP
    ▪ Differences between early MRP and modern ERP
  o Key features of ERP
    ▪ Multi-functional, integrated, modular
  o Design around key business processes
  o Customizable options
• CRM
  o Sales force automation vs. customer service vs. marketing roles
  o Operational vs. analytical CRM types
  o Importance of churn-rate
  o Service platforms
• Sample Questions:
  o True or False: Companies can use configuration tables provided by the enterprise software to tailor a particular aspect of the system to the way it does business.
  o True or False: In the pre-Internet environment, supply chain coordination was hampered by the difficulties of making information flow smoothly among different internal supply chain processes.
  o Why is overstocking warehouses not an effective solution for a problem of low availability?
    ▪ A) It does not speed product time to market.
    ▪ B) It is an inefficient use of raw materials.
    ▪ C) It increases sales costs.
    ▪ D) It increases inventory costs.

Laudon & Laudon Chapter 10
• E-Commerce
  o Differences with traditional commerce
• Digital markets
  o Reduce: information asymmetry, search costs, transaction costs
  o Why is information asymmetry important in markets?
  o Enable: dynamic pricing, disintermediation
• Digital goods
  o 0 or nearly 0 marginal cost
• Consumer Commerce (B2C)
• Business to Business (B2B)
• Interconsumer Commerce (C2C)
• Popular business model categories
  o Portal/search engine, e-tailer, content provider, market creator, transaction broker, service provider, community provider.
• Revenue models
  o Advertising, sales, subscription, free/freemium, transaction fees, affiliate
• Wisdom of Crowds
• E-commerce marketing
  o Long-tail marketing vs. mass marketing
  o Behavioral targeting
• Procurement
  o Indirect vs direct
• EDI (Electronic Data Interchange)
• Network Exchanges
• Sample Questions:
  o True or False: Disintermediation provides major benefits to the distributor.
  o True or False: An example of the content provider business model is Barnesandnoble.com, a retailer of printed books.
  o The effort required to locate a suitable product is called:
    ▪ A) price discrimination.
    ▪ B) search costs.
    ▪ C) menu costs.
    ▪ D) shopping costs.

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? What were some examples of the business process changes that management wanted to have happen?

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?