TIM 50 - Business Information Systems

Introduction

Instructor: John Musacchio
UC Santa Cruz
3/31/2015

WEB PAGE:
- (write this down, go home, and bookmark it!)
  http://classes.soe.ucsc.edu/tim050/Spring15/

Instructor:
John Musacchio
Office: E2 557
Office hours: Wednesday 12-2
(canceled week 1 of quarter)
johnm@soe.ucsc.edu

Today’s Guest Instructor:
Brent Holstad

TIM 50

TAs
- David Haan: dhaan@ucsc.edu
- Yueming Sun: yueming@soe.ucsc.edu

What is this class about?

Acquiring a Song in 1980

Drive to record store
Search for hours for desired music
Buy

Acquiring a car in 2015

Push iTunes Button
Type name of song
Press ‘Buy’
1980: Who’s got the power?

2015: Who’s got the power?

UPS

- DIAD (Delivery Information Access Device)

Business Process Example

A Streamlined Business Process

A Reengineered Business Process
Some Examples
- Supply Chain Management
- Customer relationship Management
- 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 information technology?
- It’s the technology you use to make an information system
  - Computer Hardware, Software, Networks, etc...

Courses Objectives
- The objectives of TIM 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.

TIM 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)
TIM 50 Course Pre-requisites

No specific programming language knowledge required, though useful

What comes first?

Do business needs drive the design of technology?

...Or does the technology drive the design of a business?

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

Course Studies Throughout

Reading Material 1

Selected Chapters from:
- D. Messerschmitt, Understanding Networked Applications

Selected Chapters from:
- Laudon & Laudon, Essentials of MIS, 9th edition

Case Studies

Reading Material 2

Selected Chapters from:
- Laudon & Laudon, Essentials of MIS, 9th edition
Case Studies

- Otis Elevator
- Cisco Systems
- Alibaba
- Zhejiang Corporation
- Amazon Web Services

Class Webpage

http://classes.soe.ucsc.edu/tim050/Spring015/
Contains
- Syllabus
- Assignments
- Instructor contact information
- Requirements for assignments and projects
- Exam dates

Evaluation (posted on web page)

<table>
<thead>
<tr>
<th>Type</th>
<th>Due Date</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Assignments</td>
<td>multiple</td>
<td>10%</td>
</tr>
<tr>
<td>In-class exercises / Quizzes</td>
<td>multiple</td>
<td>10%</td>
</tr>
<tr>
<td>Business Paper Proposal</td>
<td>4/23</td>
<td>5%</td>
</tr>
<tr>
<td>Business Paper Final Draft</td>
<td>5/16</td>
<td>5%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>5/20</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>6/8</td>
<td>21%</td>
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Regular Exercises (10%)

- Exercises pertaining to the reading and class discussion
- About 6 or so of these in the quarter
- First one assigned this week
  - See class web site for link to ecommons.
  - On ecommons, there is an assignment 1, due Thursday 4/9 (Thursday next week)
  - On the reading...
Database Exercises (10%)
- Early in the quarter, TAs will hold tutorial sessions on MS Access
  - Choose from 3 times in each of week 3 and week 4.
  - Times to be announced this week.

In Class Exercises/ Quizzes (10%)
- Some classes, we will break into groups to discuss readings and case studies
  - Groups will turn in answers after class
- Pop quizzes (In-Class)
  - ~3 per quarter. Easy questions pertaining to reading

Exams
- Midterm
  - May 5
- Final
  - June 8
- Closed book
- A mix of short answers and multiple choice

BUSINESS PAPER

Business Analysis Paper
- Write a paper about a company of your choice.
- Pick a company for which information systems played a key role
- You'll work in groups of about 4-5
- Paper Should address the following areas:
  - Industry Profile
  - Company Profile
  - Information Technology
  - Leadership
  - Market and Financial Performance
  - Trajectory
## Business Analysis Paper

### Industry Profile
- **What is the industry?**
- **What value does the industry provide to its customers?**
- **Describe the competitive environment (Porter Model)**

### Company Profile
- **What business is your company in?**
- **What value does it provide its customers?**
- **In what ways is it different than its competitors?**
- **How has its history shaped what it can offer its customers?**

### Information Technology

**Information Technology**
- How does the company use IT to support or enable its business processes and competitive strategies?
- Does the company use existing technologies, develop its own technology, or some combination of both?
- 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?
- Is it used to enhance or differentiate their product, reduce costs, or both?

### Leadership
- **Who are/were the key leaders of the company**
- **What decisions did these leaders make, in particular decisions relating to the deployment of IT?**
- **What opportunities did they identify that helped make their company what it is today?**

### Market and Financial Performance
- **What is the company’s revenue and profit, and how has it evolved over the years?**
- **How does the company’s performance compare to its competitors?**
- **Industry specific measures:**
  - Cost per Available Seat Mile (Airlines)
  - Sales per square foot (retail)

### Trajectory
- **If the company successfully used information systems in its past, has it continued to innovate and improve up until today?**
- **Is the company effectively postured for the future?**
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... industry was able to reach $200 billion in sales...” [1].

End Note:


Citing Sources

- The easiest way to lose points on your paper is to not cite sources!
- Guides on class website will be posted soon 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.)
- Business article database
  - See UCSC Library website!
- Industry specific publications
  - Example: Aviation Week
- Books
- Good Magazines (The Economist)
- Consulting groups: Forrester, Gartner, ...

Citing Sources

- To receive Full Credit, you must cite at least 5 print sources.
  - If your source is available both online and in print, cite the print version.

Business Analysis Paper Preferences

Due NEXT WEEK -- Tuesday 4/7!

- We want you to try to form your own groups.
  - However, we may modify the groups to balance skills and experience
- As a group, turn in (paper):
  - Names of proposed group members with emails
  - List of companies you would like to study
- Use the form we provide on the class webpage!
Business Analysis Paper Preferences
Due Tuesday 4/7!

At least two of your preferred companies must be from this list:
- Emirates (Airline)
- CVS Caremark
- eBay
- Carrefour (Supermarket Chain)
- Charles Schwab
- Inditex (Clothing retailer)
- Netflix
- Toyota
- Amazon

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

Business Paper Preferences 4/7

- To help us create balanced groups...
- ...you will self-identify your best skills from:
  - W: Writing
  - A: Accounting and finance
  - C: Computers and technology
  - S: Business strategy
  - L: Literature Search

Business Paper Preferences

- Example:
  - Bob Smith smith@yahoo.com  A, L
  - Jane Doe do@hotmail.com    C, W
  - Chris Tomas chris@gmail.com S, W

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!!!!
- DUE: April 23

Business Paper

First Draft
- draft of your final paper
- The closer to “done” the better
- Due May 19

Business Paper

Final Draft
- Due June 4 (Last Day of Class).