TIM 50 - Business Information Systems
Introduction

Instructor: John Musacchio
UC Santa Cruz
1/6/2015

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TIM 50 -

WEB PAGE:
*(write this down, go home, and bookmark it!)*
http://classes.soe.ucsc.edu/tim050/Winter15/

Be sure to capitalize Winter15.

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TIM 50

TAs
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- Derya Dengi deryadengi@gmail.com

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What is this class about?

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Acquiring a Song in 1980

- Drive to record store
- Search for hours for desired music
- Buy

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Acquiring a car in 2015

- Push iTunes Button
- Type name of song
- Press “Buy”

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1982: Who’s got the power?

IUPS

- DIAD (Delivery Information Access Device)

2012: Who’s got the power?

Business Process Example

A Streamlined Business Process

A Reengineered Business Process
Some Examples
- Supply Chain Management
- Customer relationship Management
- Transaction Processing

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 systems
  - 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

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**What comes first?**

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

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**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

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**Reading Material 1**

Selected Chapters from:
D. Messerschmitt, Understanding Networked Applications

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**Reading Material 2**

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

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= Reading Material 1
**Case Studies**
- Otis Elevator
- Cisco Systems
- Alibaba
- Zhejiang Corporation
- Amazon Web Services

**Class Webpage**

http://classes.soe.ucsc.edu/~tim050/Winter015/

Contains:
- Syllabus
- Assignments
- Instructor contact information
- Requirements for assignments and projects
- Exam dates

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**Lecture Plan (Posted on Web page)**

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**Lecture plan cont’d (Posted on web page)**

1. 1/18 Computer and Digital Industry
2. 1/19 Applications of the Organizational
3. 1/21 Business Structure and Organization
4. 1/23 Managing the Network
5. 1/25 Business Processes Transformation Case
6. 1/27 Enterprise Applications
7. 1/30 Cloud Computing
8. 2/6 Cloud Computing
9. 2/13 Cloud Computing
10. 3/19 Final Exam

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**Evaluation (posted on web page)**

- 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 1/15 (next week)
    - On the reading...

**Regular Exercises (10%)**

<table>
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<tr>
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<tr>
<td>Regular Assignments</td>
<td>must/have</td>
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<tr>
<td>Business Paper Proposal</td>
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<tr>
<td>Business Paper Final Draft</td>
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<td>Business Paper Final Draft</td>
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<td>5%</td>
</tr>
<tr>
<td>Final Exam</td>
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<td>25%</td>
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</table>
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
  - February 10
- Final
  - March 19
- 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

Business Analysis Paper
- 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

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

**End Note:**


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**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, ...

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**Business Analysis Paper Preferences Due NEXT WEEK -- Tuesday 1/13!**

- 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 1/13!

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
- Volkswagen Group
- Amazon

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

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**Business Paper Preferences 1/13**

- 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

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**Business Paper Preferences**

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


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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!!!
- DUE: January 29

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**Business Paper**

First Draft
- draft of your final paper
- The closer to “done” the better
- Due 2/24

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**Business Paper**

- Final Draft
- Due 3/12 (Last Day of Class).