TIM 50 - Business Information Systems

Introduction

Instructor: Yihsu Chen, P.h.D.
UC Santa Cruz
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(Slides initially were produced by Prof. Musacchio)

WEB PAGE:
(Write this down, go home, and bookmark it!)
http://classes.soe.ucsc.edu/tim050/Winter16/

Be sure to capitalize Winter16.
Instructor: Yihsu Chen
Office: E2 549b
Office hours: Thur 3-5 pm
(canceled week 1 of quarter)
yhauchen@ucsc.edu

About myself

Education:
- Ph.D. in System Analysis and Economics in Public Decision Making, The Johns Hopkins University, USA
- MS. in Public Health, Harvard University, USA
- BS. Environmental Science and Engineering, Tunghai University, Taiwan

Research:

Employment:
- Associate Professor, Technology Management, University of California Santa Cruz, 07/2015
- Senior Lecturer, University College London, London, 9/2015
- Associate (Assistant) Professor, University of California Merced, 7/2006-6/2015

TAs
- Duan Zhang dzhang33@ucsc.edu
- Chandrasas Jagadish Ramala cjagadis@ucsc.edu

Tutor
- Anshika Kumar ankumar@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?

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

Business Functions

Sales
Finance
Inventory Control
Warehousing

Customer
Order
Take Order
Enter Order

Print Invoice
Print Packing list
Find Goods
Ship
Tell Mfg. to make order

Automatic Credit Check

Customer
Order
Take Order
Enter Order
Credit Check

Print Invoice
Print Packing list
Find Goods
Ship
Tell Mfg. to make order
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 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

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
- **Case Studies Throughout**

Reading Material 1

Selected Chapters from:
D. Messerschmitt, Understanding Networked Applications

Case Studies + Harvard Business Review = Reading Material 1
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/Winter016/
Contains
- Syllabus
- Assignments
- Instructor contact information
- Requirements for assignments and projects
- Exam dates

Lecture Plan (Posted on Web page)

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<thead>
<tr>
<th>Lecture Plan cont’d (Posted on web page)</th>
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Evaluation (posted on web page)

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<tr>
<td>Database Assignments</td>
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**Regular Exercises (10%)**
- Exercises pertaining to the reading and class discussion
- About 5 or so of these in the quarter
- First one assigned given on 1/12, due in a week
  - See class web site for link to ecommons
  - On ecommons, there is an assignment 1, due Tue 1/19
  - (Please check it now so that you can see the course website on ecommons.)
  - On the reading...

**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

**Database Exercises (10%)**
- Early in the quarter, TAs will hold tutorial sessions on MS Access
  - Choose from 3 times (1/18, 1/21 and 1/22).
- 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
  - Feb 9

- Final
  - Mar 15

- Closed book

- A mix of short answers and multiple choice

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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)

Business Analysis Paper

- 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 it's 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?

Business Analysis Paper

- 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?

Business Analysis Paper

- 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)
Business Analysis Paper

- 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.
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!

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.

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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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: Jan 28

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First Draft

draft of your final paper

The closer to “done” the better

Due Feb 23
Business Paper

- Final Draft
- Due March 10 (Last Day of Class).