Information Systems (IS)

The Big Picture

Industry Structure → Competitive Strategy → Value Chains → Business Processes → Information Systems
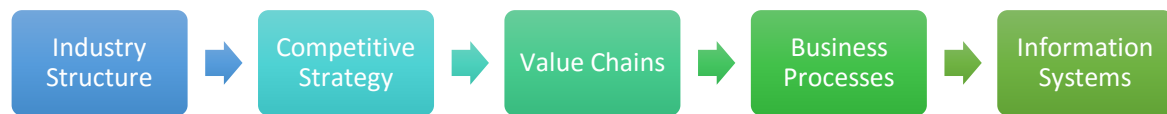
Competitive Strategy

Statement that identifies a business's approach to compete, goals, and plans and policies to carry them out

Strategic Information System

Helps an organisation to implement its strategic goals, increase performance and increase productivity

Michael Porter's 5 Force Model

Used to analyse an organisations competitiveness and to design general strategies

Michael Porter's Competitive Strategy Model

Goals, objectives, culture and activities must be consistent with strategy. You can either use cost leadership or differentiation, not both. Next comes a broad (industry-wide) or narrow (niche) basis.

Excel

Name	Syntax	Function
TODAY	TODAY()	Returns the current date formatted as a date
CONCATENATE	CONCATENATE(text1,text2)	Joins several text strings into one text string
VLOOKUP	VLOOKUP(lookup_value,table_array, col_index_num,range_lookup)	Looks for a value in the leftmost column of a table, and then returns a value in the same row from a column you specify. By default, the table must be sorted in an ascending order
ROUNDUP	ROUNDUP(number,num_digits)	Rounds a number up, away from zero
IF	IF(logical_test,value_if_true, value_if_false)	Checks whether a condition is met, and returns one value if TRUE, and another value if FALSE
AND	AND(logical1,logical2…)	Checks whether all arguments are TRUE, and returns TRUE if all arguments are TRUE
OR	OR(logical1,logical2…)	Checks whether any of the arguments are TRUE, and returns TRUE or FALSE. Returns FALSE only if all arguments are FALSE