

## INFS1602 Final Notes

**This is just a quick preview of the summarised notes, the final exam practice questions and tutorial questions. The full notes contain every topic in depth.**

### **Week 1: The role of Info systems in business today**

#### What's New in Management information systems:

- Technology
- Management
- Organisations

#### Globalisation Challenges and Opportunities:

- Internet/shopping
- Quality of information

Emerging Digital Firms and business processes, IP, information, time/space shifting.

#### Economics of Information and Knowledge:

- intangible, valuable, transferable.
- Rise of digital economy

#### Strategic Business Objectives of Information Systems:

1. Operational excellence
2. New products, services and business models
3. Customer and supplier intimacy
4. Improved decision making
5. Competitive advantage
6. Survival

#### **VALUE CHAIN MODEL**

- Synergies and enhancing core competencies
- Network based strategies = network economics, virtual company, business ecosystems.
- Using systems for competitive advantage

**Freeconomics:** the leveraging of digital technologies to provide free goods and services to customers as a business strategy for gaining a competitive advantage – can be used by organisations in any industry in the highly competitive digital world.

E.g. advertising, freemium, zero marginal cost, labour exchange, gift economy, cross subsidies.

## Questions Summarising the Course and Important for Final Exam

### What are the security problems posed by the internet?

- The internet is open to everyone thus more vulnerable than internal networks
- The internet introduces computer crime such as the ability to knowingly transmit a program, code or command that causes damage to a computer
- Hackers can access stored electronic data including emails; credit card numbers etc. if the correct security measures are not in place.
- The issue of identity theft has come to prominence due to the invisibility offered by the internet
- Cybercriminals can operate and harm computers around the world
- Cyberwarfare poses risk to leaking important government information and intelligence
- Heartbleed was a bug based on OpenSSL that allowed hackers to obtain usernames and passwords of website users

### What are the tangible and intangible benefits of information systems?

Tangible	Intangible
<ul style="list-style-type: none"><li>• Increased productivity</li><li>• Lower operational costs</li><li>• Reduced workforce</li><li>• Lower computer expenses</li><li>• Lower outside vendor costs</li><li>• Lower clerical and professional costs</li><li>• Reduced rate of growth in expenses</li><li>• Reduced facility costs</li></ul>	<ul style="list-style-type: none"><li>• Improved asset utilization</li><li>• Improved resource control</li><li>• Improved organizational planning</li><li>• Increased organizational flexibility</li><li>• More timely information</li><li>• More information</li><li>• Increased organizational learning</li><li>• Legal requirements attained</li><li>• Enhanced employee goodwill</li><li>• Increased job satisfaction</li><li>• Improved decision making</li><li>• Improved operations</li><li>• Higher client satisfaction</li><li>• Better corporate image</li></ul>

## Tutorial Questions

# Tutorial 1- Information Systems, Organisations, and Strategy

### Relevant Articles:

- Big Hairy Audacious Goal- Wikipedia.
- Building Companies to Last- Jim Collins

### **1. Think about why it could help your personal career if you had a BHAG. Relate this to why you think it is important for companies to have a BHAG?**

The term 'BHAG' pertains to a Big, Hairy, Audacious Goal, ie. A medium-long term objective that is strategic and emotionally compelling. The adoption of a BHAG would play a fundamental role in shaping my personal career by heightening my overall level of dedication and commitment towards pursuing a profession that satisfies my needs and wants. It would stimulate a sense of ambition and hence increase the degree to which I identify with my career path. Furthermore, it would enable me to achieve accomplishments beyond my expectations by empowering me to develop a visionary attitude.

The role of a BHAG in a corporate setting is of fundamental importance as it encourages individuals to consider the long term viability of the business. The adoption of a BHAG would strengthen employees' identification with the company and reinforce cohesion between colleagues. In addition, it would aggrandise brand image through its portrayal of a company that is visionary and focused.