Lecture 1 of MIS

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**Objectives**

1. Explain why information systems are so important today for business and management.
2. Evaluate the role of information systems in today’s competitive business environment.

**Chapter Outline**

1.1. Why Information Systems?
- Why Information Systems Matter?
- How Much Does IT Matter?
- Digital Convergence and the Changing Business Environment

**Key Terms**

- Business functions, Information technology (IT)
- Business processes, Information technology (IT) infrastructure
- Communications technology, Complementary assets
- Digital firm, Operational managers, E-government
- Organizational and management capital, Information
- Electronic business (e-business), Input, Output
- Electronic commerce (e-commerce), Processing, Production or service workers
- Feedback, Senior managers, Formal systems, Sociotechnical view
- Storage technology, Information system, Information systems literacy

**Section 1.1: Why Information Systems?**

This section gives students the facts and definitions that underpin information systems and allow students to knowledgeably discuss information systems. Students do not need the knowledge of a technical person, but they do need enough knowledge and definitions to understand the role of information technology and how it must support the organization’s business strategy. They must also understand how information technology can be used to help transform the business.

1. The future vision
   - Future Healthcare
   - Future Banking
   - Apple Store
   - Learning in Second life
   - where on Google Earth is this?
2. Information Age?

Information technology is becoming ubiquitous, everywhere at the same time, affecting:

- the way companies do business
- the way they grow
- the way they compete
- the way government agencies, etc provide services
- the way the employees conduct their work
Information Society:
- an advanced form of the industrial society
- a postindustrial society
- where most of the people in the economy handle information

Change becomes constant
- The technology view
- Dose IT matter?
- Managing in an information age

(3) Dell Computer Company

(4) UPS: is transforming itself from a package delivery firm to one that offer total solutions to customers’ global commerce needs.

(5) WAL-MAT 供应链

(6) Cisco's vision
the Internet will transform the way people work, live, play, and learn. Today change is happening faster than ever before, and Cisco helps companies turn that change into a competitive advantage, by helping them become agile. Cisco is the worldwide leader in networking for the Internet.
(7) Does IT matter?
信息技术的能力和普及性到达成熟阶段，它的战略重要性降低了。公司处理信息技术投资和管理的方式必须彻底变革。与铁路、电力和其他基础设施一样，信息技术已经变得如此普及，对公司来说它不可或缺，但它已不能提供战略性竞争优势。“IT 从来没有重要过。重要的是那些发明技术的人，那些实施和使用技术的人。”技术从来不是稀缺资源，稀缺的是能够用这些技术创造价值的管理能力。

(8) Managing in an Information Age: Challenges and Opportunities
- IS impact all facets of business/society
- Speed of impact is increasing
Absolutely critical to understand:
- Functions served by IS
- Potential applications of IS
- How to manage IS
- How to avoid failed systems

(9) Congruency in Your Education Program
How can we make this course congruent with your purpose of your present educational program?
Target: You as Agents of automation will find out: if it is optimal to automate, how far to pursue automation, and how to employ what technology to develop the automated system

(10) Course Objective:
Training students to become Analyst / managers who can prepare and transform organizations to compete in the global information age market.
Such managers are effective agents of automation who will pursue automation of business processes wherever it is optimal.

(11) Course Purpose
- Understand why an organization need information systems, how the companies in 21st century can gain the competitive advantage by use of IT/IS;
- Key management, organization and technology issues relating to information systems use in business
- Technology concepts underlying modern computing and information management
- Aligning IT/IS to business strategy, the organization, and business model, and transitioning to e-Business or e-Enterprise.

| 重点 | 学习本课的目的和意义 |
|  |  |
|  | 管理信息系统的概念 |
| 案例分析 | Case Study: Herman Miller: Information Systems at the Crossroads (in Text) |
| 习题 | Exercise - chapter 1 |
| 课后阅读材料 | Rough Weather, [http://www.informationweek.com/showArticle.jhtml;?articleID=165702845](http://www.informationweek.com/showArticle.jhtml;?articleID=165702845) |