Introduction

2000-2003 PhD in Management and Information Systems, University of Wuerzburg, Germany
1994-1999 Diplom-Kaufmann (M.B.A.), Business Administration and Management, University of Wuerzburg
Majors: Information Systems, Operations Research, Law

Resources ISM 5155
- Course Web Page
  - http://ruby.fgcu.edu/courses/mhepp/ (-> ISM 5155 / CRN 80109)
- Office Hours
  - Wednesdays, 2:00 to 5:00 p.m. or by appointment
  - by email mhepp@computer.org

Assignments and Grading
- 2 Midterm Exams 40%
- Homework Assignments 30%
- Participation in class 30%
- In order to pass this course, you must
  1. turn in ALL assignments in time, and
  2. pass both exams with 70% or better.
  No late assignments will be accepted.

Assignments and Grading
- Exam 1: September 29, 2004
- Exam 2: December 1, 2004
Attendance Policy

- I need you 😊
- Participation determines 30% of your final grade.

Dr. Martin Hepp

Be prepared…

- Read the reading assignments!
- Prepare the cases!

Hunted down by deadlines

Be the happy early bird…
…and not the suffering late one!

Dr. Martin Hepp

Grading

- Cheating and Academic Dishonesty Policy
  - see “Student Code of Conduct” on p.11, and “Policies and Procedures” on p. 18-24 of the Student Guidebook
- DON’T:
  - Copy/paste from the internet, textbooks, or your friends,
  - use cell phones, PDAs, etc.

Dr. Martin Hepp

Assignment for Next Class

- Read chapters 1 and 2.
- Prepare the H & R Block case.

Dr. Martin Hepp

…why it is good that you are sitting here 😊

Dr. Martin Hepp

The Future Labor Market

Hire me!

You better hire me!

Dr. Martin Hepp
My Competitive Advantages…

I need no food and work all night. I have no family live and won’t ask for holidays.

Boring, repetitive tasks? Yeah – I like them! Just give me instructions once and I will be glad to do so exactly, whenever you want it.

You get the job!

The History of Automation

Radio/CD/MP3

The fully automated bookstore

What Are Our Competitive Advantages?

Computer (so far) can’t

– design,
– create,
– organize,
– maintain, or
– improve computers and their usage.

A Great Chance for Your Career

• There is constant need for individuals who invent new ways to use computers for business purposes.
• This is an interdisciplinary challenge, requiring skills in both business and computer technology.
Part 1: How changes IT the rules of the game?

Part 2: The Goal: Business Integration

Key Goal in Information Systems

Eliminate Manual Data Entry

Three Reasons and Their Ranks

What's that?

1. Consistency
2. Timeliness
3. Cost Reduction

Better Business Decisions
True Goal

Which requirements must information meet in order to allow automated processing by machines?

1. Structure
Quantity / Article # / Price
1 / 3456 / €40,45

• instead of
1 pcs Nr. 3456 ($40 plus $0.45)

2. Unambiguous Semantics
Price

dito: Weight, Measurements, Key Financials

Euro or Dollar?

Including sales tax?

per piece or per packaging unit

Part 3: The Job:
Coordinating Moving Targets

Being a CIO
– The Shepherd’s Problem
Thank you!

The slides will be available on the internet at
http://ruby.fgcu.edu/courses/mhepp/
(-> CRN80109)