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

Textbook


Resources ISM 3011

• Course Web Page
  – http://ruby.fgcu.edu/courses/mhepp/
  (-> ISM 3011 / CRN 80097)

• Office Hours
  – Wednesdays, 2:00 to 5:00 p.m. or by appointment
  – by email mhepp@computer.org

Teaching Philosophy

Ah! Now I understand!

Overall Learning Goal

• Learn to use Computer Technology effectively and efficiently for business purposes.

• Understand the transformation of the business world currently in progress and look behind the buzzwords.

• Be well prepared for a career in the dynamic, global economy.
Assignments and Grading

My personal point of view:

Justice is…

\textit{when the rules are clear.}

Assignments and Grading

- 3 Midterm Exams \(40\%\)
- 2 Assignments \(30\%\)
- Average Score in Quizzes \(30\%\)

In order to pass this course, you must
1. turn in ALL assignments in time,
2. pass all three exams with 70\% or better, and
3. pass all assignments with 70\% or better.

No late assignments will be accepted.

Assignments and Grading

- Exam 1: September 29, 2004
- Exam 2: November 1, 2004
- Exam 3: December 1, 2004

Assignments and Grading

- \textbf{Assignment 1} (due on October 4)
- \textbf{Assignment 2} (due on November 3)

Attendance Policy

- Topics covered in class deepen and expand the contents of the textbook. \textbf{Reading the respective textbook sections is thus required but not sufficient.}
- On average 1 quiz per week

Be prepared…

- Read the reading assignments!
- Prepare the cases!

Hunted down by deadlines

Be the happy early bird…

…and not the suffering late one!
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.

Assignment for Next Class

- Read chapter 1 (p. 1 – 33)
- Self-Assessment test (p. 34)
- Check that you know the key terms listed on pages 34 and 35.
- Prepare review questions 3, 4, 7, 11,12, and 13 (p. 35)

What is the difference between a computer and a TV set?

Both
- have a screen,
- a “keyboard”, and
- react to keystrokes.

So what is the difference?

Computer vs. TV set

- “Likes” to work
- Can perform tasks autonomously
- Lazy
- Displays what is generated elsewhere and by others

The computer has already and will continue to change the way we work, and compete with us on the labor market, because he can work, too!

The Future Labor Market

Hire me!

You better hire me!

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

You get the job!

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.

Chapter 1: Principles and Learning Objectives
Principles and Learning Objectives

• The value of information is directly linked to how it helps decision makers achieve the organization’s goals.
  – Distinguish data from information and describe the characteristics used to evaluate the quality of data.

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Principles and Learning Objectives

• Models, computers, and information systems are constantly making it possible for organizations to improve the way they conduct business.
  – Name the components of an information system and describe several system characteristics.
  – Identify four basic types of models and explain how they are used.

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Principles and Learning Objectives

• Knowing the potential impact of information systems and having the ability to put this knowledge to work can result in a successful personal career, organizations that reach their goals, and a society with a higher quality of life.
  – Identify the basic types of business information systems and discuss who uses them, how they are used, and what kinds of benefits they deliver.

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Principles and Learning Objectives

• System users, business managers, and information systems professionals must work together to build a successful information system.
  – Identify the major steps of the systems development process and state the goal of each.
  – Discuss why it is important to study and understand information systems.

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Information Concepts

• A set of interrelated components that collect, manipulate, and disseminate data and information, and provide feedback to meet an objective

  • Examples: ATMs, airline reservation systems, course reservation systems

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Data vs. Information

- **Data:** raw facts

- **Information:** collection of facts organized in such a way that they have value beyond the facts themselves

Types of Data

<table>
<thead>
<tr>
<th>Type of Data</th>
<th>Representation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numeric data</td>
<td>Numbers, dates, and other characters</td>
</tr>
<tr>
<td>Graphic data</td>
<td>Graphics, images, and other visual data</td>
</tr>
<tr>
<td>Audio data</td>
<td>Sound, voice, or music</td>
</tr>
<tr>
<td>Video data</td>
<td>Moving images or pictures</td>
</tr>
</tbody>
</table>

The Characteristics of Valuable Information

- **Relevant:** Relevant information is important to the decision maker. Information that is not related may be overlooked.
- **Simple:** Information should be simple, not overly complex. Simplified and detailed information may not be needed. For example, too much information on a web page can make it difficult to find the main points.
- **Timely:** Time is an important factor when it comes to decision making. Early warnings about problems can prevent unnecessary delays and ensure that decisions can be made in a timely manner.
- **Verifiable:** Information should be verifiable. The best way to check for accuracy is to make sure it is correct, perhaps by checking any sources for the same information.
- **Secure:** Information should be secure from access by unauthorized users.

Summary

- Common functions in the workplace will be taken over by computer systems.
- Being capable of finding and implementing innovative ways of computer usage in businesses is a skill with great potential.
- Such tasks require both business and computer technology skills.
Thank you!

The slides will be available on the internet at
http://ruby.fgcu.edu/courses/mhepp/
(-> CRN80097)