Information Systems
ISM 3011
Spring 2004
Unit 1A

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 |

Dr. Martin Hepp

Textbook


Dr. Martin Hepp

Resources ISM 3011

• Course Web Page
  – http://ruby.fgcu.edu/courses/mhepp/ (-> CRN10033)

• Office Hours
  – Tuesdays and Thursdays, 2:30 to 5:00 p.m. or by appointment
  – by email mhepp@computer.org

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Teaching Philosophy

Ah! Now I understand!

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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.

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Assignments and Grading

My personal point of view:

Justice is…

*when the rules are clear.*

Assignments and Grading

• 3 Midterm Exams 40 %
• 3 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: February 19, 2004
• Exam 2: March 25, 2004
• Exam 3: April 22, 2004

• Group Presentations (Assignment 3): April 8, 2004

Assignments and Grading

• Assignment 1 (available on February 5 and due on February 17)
• Assignment 2* (available on March 2 and due on March 18)
• Assignment 3* (available on March 30 and due on April 8)

(* Group Assignments)

Attendance Policy

• Topics covered in class deepen and expand the contents of the textbook. *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

Radio/CD/MP3

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.
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.

**Information Concepts**

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

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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.

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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Principles and Learning Objectives

- System users, business managers, and information systems professionals must work together to build a successful information system.
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Information System

- 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

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Types of Data

<table>
<thead>
<tr>
<th>Type of Data</th>
<th>Represented By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alphabetical data</td>
<td>Numbers, letters, and other characters</td>
</tr>
<tr>
<td>Numeric data</td>
<td>Graphic images and pictures</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

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Definitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate</td>
<td>Information is true and fits facts.</td>
</tr>
<tr>
<td>Complete</td>
<td>Information contains all the important facts.</td>
</tr>
<tr>
<td>Consistent</td>
<td>Information contains the correct form of the facts.</td>
</tr>
<tr>
<td>Reliable</td>
<td>Information can be trusted to be correct.</td>
</tr>
<tr>
<td>Accessible</td>
<td>Information can be easily accessed.</td>
</tr>
<tr>
<td>Secure</td>
<td>Information is secure from access by unauthorized users.</td>
</tr>
</tbody>
</table>

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!

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