Principles and Learning Objectives

• The use of information systems to add value to the organization is strongly influenced by organizational structure, culture, and change.
  – Identify the value-added processes in the supply chain and describe the role of information systems within them.
  – Provide a clear definition of the terms organizational structure, culture, and change and discuss how they affect the implementation of information systems.

Principles and Learning Objectives

• Because information systems are so important, businesses need to be sure that improvements or completely new systems help lower costs, increase profits, improve service, or achieve a competitive advantage.
  – Identify some of the strategies employed to lower costs or improve service.
  – Define the term competitive advantage and discuss how organizations are using information systems to gain such an advantage.
  – Discuss how organizations justify the need for information systems.

Principles and Learning Objectives

• Information systems personnel are the key to unlocking the potential of any new or modified system.
  – Define the types of roles, functions, and careers available in information systems.
Value Chain

Traditional Organizational Structure

Example of a Traditional Structure

Organizational Change

Reengineering

Reengineering

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Continuous Improvement

- Constantly seeking ways to improve business processes

- Benefits:
  - Increased customer loyalty
  - Reduction in customer dissatisfaction
  - Reduced opportunity for competitive inroads

Technology Diffusion, Infusion, and Acceptance

- Technology diffusion - measure of widespread use of technology
- Technology infusion - extent to which technology permeates a department

Total Quality Management (TQM)

- Quality: ability of a product or service to meet or exceed customer expectations
- TQM: approaches and techniques used to achieve quality throughout the organization

Assignment for Next Class

- Read chapter 3 (p. 84 - 123)
- Self-Assessment test (p. 123 - 124)
- Check that you know the key terms listed on p. 124
- Prepare review questions
- Read and prepare the case studies 1, 2, and 3.

Break – 10 min
Thank you!

The slides will be available on the internet at
http://ruby.fgcu.edu/courses/mhepp/
(-> CRN10033)