

## Assignment: Investigating Information Systems in Action

**Objective:** Students will investigate how a local or global company applies the principles of Functional Area Systems and Enterprise Information Systems (SCM, CRM, ERP). Through research, teamwork, and presentation, they will analyze real-world implementations and demonstrate their understanding.

### Instructions:

#### Part 1: Group Research (50 minutes)

1. **Form Groups:** Divide the class into groups of 7–8 students.
2. **Select a Company:** Each group selects one company (local or global). Examples:
  - **Local:** A university, hospital, or small manufacturing company.
  - **Global:** Amazon, Tesla, Walmart, Google.
3. **Focus Areas:** Investigate how the company uses Functional Area Systems and Enterprise Information Systems:
  - **Functional Area Systems:**
    - **Accounting Transaction Systems:** How the company records and processes financial transactions.
    - **Finance Systems:** Tools used for budgeting, financial reporting, and investment decisions.
    - **Human Resources Systems:** HR management software, payroll systems, and employee data management.
    - **Marketing and Sales Systems:** CRM software, digital marketing tools, and customer engagement platforms.
    - **Production/Operations Systems:** ERP solutions, inventory management, and supply chain monitoring.
  - **Enterprise Information Systems:**
    - **Supply Chain Management (SCM):** How SCM software improves logistics and procurement.
    - **Customer Relationship Management (CRM):** Tools used to manage customer interactions.
    - **Enterprise Resource Planning (ERP):** How ERP integrates different functional areas within the company.
4. **Collaborate:** Use online research tools or prior knowledge to gather relevant information. Groups should divide roles such as researcher, note-taker, timekeeper, and presenters to stay organized.

#### Part 2: Presentation Creation

1. **Slide Deck:** Prepare a 5–7 slide presentation covering:
  - **Slide 1:** Company Overview
  - **Slide 2:** Summary of Functional Area Systems used (Accounting, Finance, HR, Marketing & Sales, Production/Operations)
  - **Slide 3:** Overview of Enterprise Information Systems (SCM, CRM, ERP) and their role

- **Slide 4:** Analysis of how these systems interact and improve efficiency
  - **Slide 5–6:** Recommendations or improvements (optional)
  - **Slide 7 (Final Slide):** List of Sources Used (e.g., websites, articles, books, interviews)
2. **Visuals and Clarity:**
    - Include charts, diagrams, or screenshots where possible to illustrate findings.
    - Make slides clear and easy to read, with a professional design.
  3. **Citation Style:**
    - Use a consistent format for listing sources (e.g., APA, MLA, or simply URLs and publication names).

### **Part 3: Group Presentation (Next Class)**

1. **Duration:** Each group will have 7–10 minutes to present their findings.
2. **Presentation Roles:**
  - At least 3 members of the group must present, while others can assist with Q&A or technical setup (e.g., managing slides or handling visuals).
  - Groups should decide who will present based on strengths and preferences.
3. **Q&A:** After the presentation, the entire group must be prepared to answer 1–2 questions. Non-presenting members should contribute during Q&A to ensure full group participation.

### **Deliverables:**

1. A PowerPoint or Google Slides presentation file (submitted before presenting).
2. An optional one-page summary of their findings (to aid in Q&A).

### **Grading Criteria:**

Criteria	Points
Relevance and depth of research	20
Clarity and organization of slides	20
Quality of analysis and insights	25
Creativity and use of visuals	15
Team participation and delivery	20
Total	100