# ICT292 Information Systems Management

# Workshop 01: Organisational Context of Information

Each of the topics in this unit has elements of a running case study that involves either Bright Spark Amy’s Candles, or Match Lighting. These three organisations are all involved in the lighting industry in some way. Bright Spark is a retailer that sells light fittings. Amy’s Candles is a small business that grew out of Amy’s hobby of making candles for her friends and family. Match Lighting is a manufacturer of light fittings. We will follow these three businesses as we move through the unit. In each topic, we will use them to further examine how the theory is applied in a real-world scenario.

## Aims:

At the completion of this Workshop, you should be able to:

* Identify the main elements of a business model for a given organisation

This Workshop contributes to the following Topic Learning Outcome:

* Explain how a generic business model can be used to understand the context of information in an organisation

## To be prepared for this Workshop, you will need to have:

* Read Chapter 1 of Cox
* Prepare some answers for the questions below so you are in a position to contribute to the class/group discussion.
* Listen to the recorded lectures, especially the one on business models

## Introduction

In this Workshop, you will be creating the “business model” for Bright Spark. In order to complete the activities below, you should ensure you understand what a business model is and have read the various sections of the text that refer to Bright Spark: Scenario 1.1 on page 3, Scenario 1.2 on page 9, Scenario 1.3 on page 14, and Reviewing Scenario 1.1 on pages 23-4.

### Activity 1

Fill in the following parts of the Business Model diagram for Bright Spark (at the end of this document), using Figure 1.1 as a guide.

1. Replace Market with the name of the field in which Bright Spark’s customers are located.
2. Replace Business Environment with the name of the industry in which Bright Spark trades.

Prepare the following lists:

1. Products and services that Bright Spark offers to customers.
2. Resources that Bright Spark needs to provide the products and services; for example: sources of finance, equipment, skills, assets and information.
3. Competitors who provide the same or similar products to Bright Spark in your local market (you will have to search for these, try to find at least two similar businesses).

Complete the following parts of Bright Spark’s Business Model:

1. Products and services
2. Core Business (i.e., what is its main purpose)
3. Resources
4. Competitors

A close up of a person

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