

MZUMBE UNIVERSITY
FACULTY OF SCIENCE AND TECHNOLOGY
CSS Department
BSc. ICT-M II
CSS229 (Information Systems MANAGEMENT)
Group Assignment

Instructions

- Each group should contain no more than 8 participants
- Include the references and show the contribution of each participant
- Deadline 02/06/2023

Section A:

Each group should attempt one (1) of the following questions

1. Provide an example of how a business function with which you are familiar (e.g., sales, marketing, finance, operations/production, accounting, human resources) utilizes IT for operational and/or strategic purposes.
2. Conduct research in your Local area and describe a new business for which you think a "virtual organization"—which has no physical office or headquarters—could be an effective design. What are some ways that the organization could use IT to help them effectively run their business?
3. Using the Internet, identify what is meant by the term *digital divide*. What actions do you think could be taken to lessen this divide—both within your own country and elsewhere in the world?

Section B:

Understudy the following scenario and answer the question below

The Midsouth Chamber of Commerce (MSCC) was a growing, aggressive, statewide chamber of commerce that had historically benefited from its strong leadership. One example of its leadership was Leon Lassiter, the Vice President of Marketing at the MSCC. Early in his tenure, Lassiter realized that the MSCC needed to acquire new software in order to provide the enhanced sales and marketing support he felt was necessary for his department and the MSCC to be truly successful. As a result, Lassiter became the champion for acquiring a new software system, in particular a system developed by the Unitrak Software Corporation simply called Unitrak. After Lassiter successfully convinced the Executive Committee of the Board of Directors to authorize the purchase, the real problems began for the MSCC.

While Lassiter had been the champion for the purchase of the software system, he was not in charge of computer operations nor was he able to garner cooperation from the main individual who was in charge, Jeff Hedges, the Vice President of Public Finance. Furthermore, the systems analyst, Simon Kovecki, proved to be a weak resource for the Chamber as he was both inexperienced and upset that he was not appointed manager of computer operations when Hedges was given the role of running the MSCC's information technology organization.

With animosity developing throughout the organization, Kovecki, in particular, pulled away from the project and provided very little support in the early stages of Unitrak's installation. Even after he became more involved, the MSCC began to experience additional technical problems that neither Unitrak nor Kovecki could solve. And, while Unitrak did assist in the training, the firm provided very little help during the attempted data migration between the systems. So, by the time Lassiter stepped in to champion the project, he was forced to do so without the support of key players within the MSCC. As this case closed, the old system had been rendered essentially inoperative after Kovecki's failed attempt at migrating the data to the new system. As a result, the MSCC was left with no computer support for its operations, and the organization needed solutions quickly to prevent additional operations from stalling.

Question:

1. Identify any three (3) key players in the case and describe their respective roles. Are these the right roles? What roles in particular should be modified? How might such role modifications be accomplished?
2. The case involves what appears to be a fairly routine use of information technology to support a service organization. Yet the Midsouth Chamber of Commerce encountered major problems in bringing up its new system. Is there a lesson here

for organizations seeking to adopt new information technology? What is it?

3. What should Lassiter do now?