

The background is a collage of various business-related visualizations. It includes a line graph with multiple data series, a bar chart, a pie chart, and a calendar grid. The overall color scheme is warm, with shades of orange, yellow, and brown. The text is centered within a black rectangular box.

BUSINESS INFORMATION SYSTEMS (INFSI001)

TUTORIAL - WEEK 11

AGENDA

Review

Creating an Online Presence

Exam Questions

Questions

REVIEW

- Describe the actions you would take to protect against internal cyber threats.
- Where do you see applications for Quantum Computing in business?



CREATING AN ONLINE PRESENCE

- A medium size retailer is operating in Canberra and currently has no social media presence.
- What kind of social media strategy do you think they should adopt in order to pursue on-line sales and marketing?
- What kind of e-Commerce model do you think they should pursue? Why?



CLASS EXERCISE PRACTICE EXAM QUESTIONS

Split up into groups and you will be assigned a few practice exam questions to answer.

Once done, your group will present the answer to the class.

1. How could you apply Lewin's model, including force field analysis, to support the implementation of a significant change at ANU? Make sure you identify the major stakeholders.
2. Describe how you can use and apply the Strategic Diamond for Digital Strategy.





QUESTIONS?