

A stylized globe with a network overlay. The globe is rendered in a golden-brown, textured style, showing the continents of Africa and Europe. It is surrounded by a complex network of white dots connected by thin white lines, resembling a global communication or data network. The background is a dark blue gradient with faint, glowing lines and dots, suggesting a digital or technological environment.

BUSINESS INFORMATION SYSTEMS (INFS1001)

TUTORIAL - WEEK 7

AGENDA

Review

Data Management

Practice Exam Questions

Questions

REVIEW

- What's the purpose of a Data Management Strategy?
- What are some of the challenges and potential solutions encountered when managing organisational data?
- What's the hierarchy of information, knowledge and data.





SCENARIO BASED THINKING

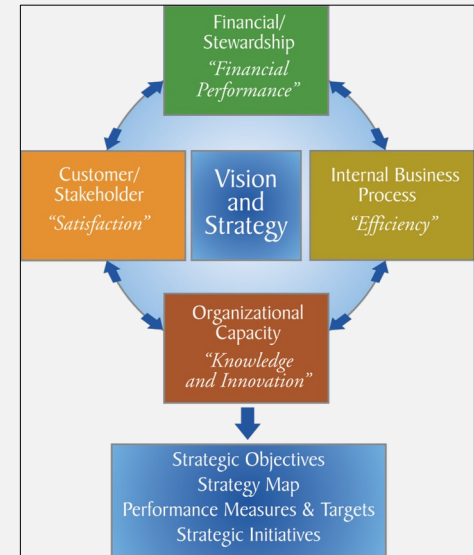
- One of the challenges in implementing a strategy is formulating a logical, clear and convincing implementation plan.
- Developing an implementation plan requires the identification, description, prioritisation and sequencing of relevant concepts, frameworks and activities.
- The purpose of this exercise is to give you the chance to develop a plan in response to a scenario that may be more familiar to you than an IT based challenge faced by an industry or organisation.

Scenario: The Triathlon Challenge

- Roger Smith has just decided that he would like to complete in a triathlon that benefits his favourite charity. The triathlon will take place in 3 months. He puts down his beer and schnitzel and texts you to get some advice.
- The good news is that Roger is reasonably fit but not confident that he can successfully run, swim and bike the full length of the triathlon. He has joined gyms previously but usually cancels after a couple of months because going to the gym is too time consuming.
- Your job is to help Roger put a plan together so that he can successfully complete the triathlon in a reasonable time and help raise money for his charity.
- What advice do you have for Roger? Work in teams and use the whiteboard to develop the plan.

DATA MANAGEMENT ENABLING THE BALANCED SCORECARD

- Scenario:
- Gerry Brown is the CIO of Baker Street We use data to create information and then information to create knowledge.
- With this knowledge, management can make evidence-based decisions.
- Do some research and find a company that is using a Balanced Scorecard.
- Describe how they are using the Balanced Scorecard (or dashboard) to support their business.
- What do you think are the major critical success factors needed to enable the creation and dissemination of an effective Balanced Scorecard.





Review: 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. What's the process to develop a BMC? What advice will you give to a CEO who wants to build a BMC for their business?
 2. What are the two major types of requirements that we need to consider when designing an information system?
 3. Describe each of the following Social Media strategies.
 - Predictive experimenter
 - Social Media Champion
 - Social Media Transformer
 - Creative Experimenter





?

QUESTIONS?