business information systems (INFS1001)

tutorial - week 2

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Introductions

Review

BMC

IS Strategy

Social Media Strategy
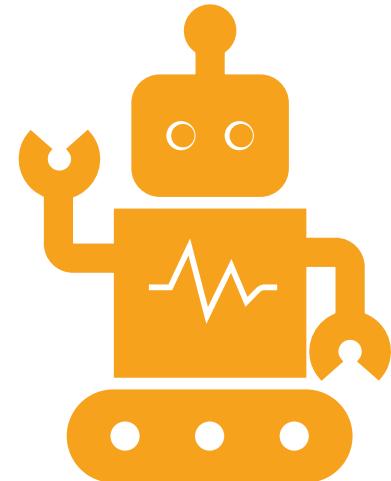
Questions

Wrap-up

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- Take a minute to introduce yourself
  - What degree are you doing?
  - What do you want to get out of this course?
  - Are you planning on attending the seminars and tutorials? ⌧

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- What's the purpose of the Business Model Canvas?
- Why should we care about Systems Modelling?
- How can you use a Rich Picture?

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In class discussion

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- There's significant overlap between Business and Information Systems strategies.
- Traditionally, business strategy has driven IS strategy but, given our reliance on technology, business strategy development is more cyclical and Information Systems plays a larger role.
- Use the template from the seminar to update/develop the ANU BMC>
- When you think about ANU and based on your work developing the BMC:
  - What are the technological priorities for the organisation?
  - What are some of technological risks that you think the Vice Chancellor faces?

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In this exercise, you'll develop a social media strategy for ANU. Recall that you are working in a competitive industry, and you already have some information about the business of ANU.

- Go into more detail and identify the following (you can use the table on the following slide):
  - Customer segment
  - Value to ANU
  - Preferred channels
  - Content – type, frequency, etc.
  - Measurement method
- Describe a social media strategy that will help the ANU establish a social media presence.
- Work in groups and be prepared to share your work with the class.

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Customer Segment	ANU Value	Channel(s)	Content	Measurement method

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