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Course :: TBW
Section (B)

Assignment ::   Ethics and Multiculturalism

(Q#5)

❖ **Identify the problem you need to address.**

 Any employee who believes that she is being sexually harassed should report the incident to the director of human resource .all complaints of sexual harassment from any individual will be investigated thoroughly and remedial action will be taken.

❖ **What should be your next step.**

   Decide whether sexual harassment has occurred and whether the policies of the organization have been violated. Make strict rules against these kind of activites .personal appearance are also very important make sure every follow the formal dressing.

❖ **Have Thomas and esteban Phillipe behaved offensively towards these woman?**

Yes, both of them behaved offensively as Thomas winked at a woman ,which is highly improper .and esteban Phillipe pass an improper sentence to the woman, which disturbes the healthy environment, which can't be tolerate at any place .

❖ **Does Marindas short skirt justifies Thomas action?**

No ,it does not satisfy that marindas is wearing a small skirt so anyone has a right to winked at her.clothes does not defined any woman's character.

❖ **What cross cultured problem may exist here?**

People of different countries and different cities may have their different cultures as well as different atmosphere, they have their own social values.

➢ Regarding their clothes ,employees must weared their issued uniforms while on duty ,and are   expected to be neat , clean and tidy all the time .
➢ Moral values , sometimes the perceived harassment may simply result from misunderstanding.

Can't understand some kind of joke in a diverse culture may result cross culture problem here.

❖ **What actions ,if any do you plan to take?**

First of all, strict actions takes place against any person who is find guilty in such activites.

Everyone has to follow the formal dressing ,regardless of their background culture.

Any women facing issues like harassment, may report to director of human resource directly.
Arrange some seminars regarding cross culture productivity and issues on monthly bases.

(Q#6)

Business intelligence position paper

Business intelligence (BI) leverages software and services to transform data into actionable insights that inform an organization's strategic and tactical business decisions. BI tools access and analyze data sets and present analytical findings in reports, summaries, dashboards, graphs, charts and maps to provide users with detailed intelligence about the state of the business.

The term business intelligence often also refers to a range of tools that provide quick, easy-to-digest access to insights about an organization's current state, based on available data.

In the past, IT professionals had been the primary users of BI applications. However, BI tools have evolved to be more intuitive and user-friendly, enabling a large number of users across a variety of organizational domains to tap the tools.

Gartner's Howson differentiates two types of BI. The first is traditional or classic BI, where IT professionals use in-house transactional data to generate reports. The second is modern BI, where business users interact with agile, intuitive systems to analyze data more quickly.

The collection, processing evaluations and communication of militaryintelligence has been refined to an art firm. The military has developed a systematic approach to translating the commander intelligence needs into a logical and practical intelligence collection plan. The plans is to organize a various intelligence gatherings, processing, and evaluation resources.

This formal intelligence organization is a supplemented by a counter intelligence organization responsible for ensuring that the opponent'sintelligence efforts come to naught.

For increasing firms, we must have employee motivation is defined as the level of energy, commitment, persistence and creativity that a company's workers bring to their jobs. It goes without saving that higher employee motivation leads to better engagement and

productivity. Unsurprisingly, employee motivation has become one of the top priorities for most businesses.

Even if your company relies on self-service BI tools on a day-to-day basis, business intelligence analysts have an important role to play, as they are necessary for managing and maintaining those tools and their vendors. They also set up and standardize the reports that managers are going to be generating to make sure that results are consistent and meaningful across your organization. And to avoid garbage in/garbage out problems, business intelligence analysts need to make sure the data going into the system is correct and consistent, which often involves getting it out of other data stores and cleaning it up.

"Someone will look at reports from, for example, last year's sales — that's BI — but they'll also get predictions about next year's sales — that's business analytics — and then add to that a what-if capability: What would happen if we did X instead of Y," Gorman says, explaining that software makers are moving to develop applications that will provide those functions within a single application rather than delivering them via multiple platforms as is now the case.

"Now the system delivers higher-value recommendations. It makes the decision-maker more efficient, more powerful and more accurate," he adds.

And although BI will remain valuable in and of itself, Howson says organizations can't compete if they're not moving beyond only BI and adopting advanced analytics as well.

In fact, Gartner's Magic Quadrant report predicts that by 2020 organizations offering "users access to a curated catalog of internal and external data will realize twice the business value from analytics investments than those that do not."

Howson adds: "There is a need for reporting, but reporting alone is not enough. If you're only doing reporting you're behind already. Unless your reporting is smart and agile, you're behind. You're a laggard."