

Handing out: week 47 (nov,20)

Deadline : week 48 (nov,29) on paper at the beginning of the next class
or handing in in my paper-mailbox on the day of the next lesson; no later than 4 pm.

Individual assignment.

Please fill out this Word form (available at BB) digital. Enter your student number, name and group code.

Give your answers in the appropriate boxes; make the boxes larger, if necessary.

Equal solutions of different students are all rated "Fail".

Hand in the your printed paper; no plastic folders, just paper and a staple.

Success, Dieter Nijdam

Studentnr 658116	First Name : Md Tasnim Last name: Kabir	Group IT1D
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I Mention 3 new trends in Management Information Systems today and give a short explanation. (Ch.1)

Trend	Short explanation
1. Operational Excellence	Now, there is a trend among the businesses to increase the operational excellence to boost the higher production and higher profit margin. In that case, information system and technologies are playing a very important role. For example, if we think about Walmart (the largest retail shop on the planet), as soon as a customer buy a product, the supplier monitoring the item knows to ship a replacement to the shelf.
2. Customer and Supplier Intimacy	If businesses know the preferences of the customers and server them well, the customers are going back to them which rises the revenues of the business. Likewise, the more a business engages its suppliers, the better the suppliers can provide vital inputs which cost less money.
3.Competitive Advantage	Now a days ,every company tries to compete with each other.Those who serve better service and achieve customer's loyalty , they can make higher sales and higher profit.

II UPS case (Ch.1 p.55/56)

1 What are the inputs, processing, and the outputs of UPS's package tracking system ?
<p>Inputs: The inputs include package information, customer signature, pickup, delivery, time-card data, current location (while in route), and billing and customer clearance documentation.</p> <p>Processing: The data are transmitted to a central computer and stored for retrieval. Data are also reorganized so that they can be tracked by customer account, date, driver, and other criteria.</p> <p>Outputs: The outputs include pickup and delivery times, location while in route, and package recipient. The outputs also include various reports, such as all packages for a specific account or a specific driver or route, as well as summary reports for management</p>
2 What technologies are used by UPS ?

Technologies include handheld computers (DIADs), barcode scanning systems, wired and wireless communications networks, desktop computers, UPS's central computer (large mainframe computers), and storage technology for the package delivery data.

3. Explain how UPS's information systems address the following strategic business objectives. (see p45/46)

1 Operational excellence: UPS has maintained leadership in small-package delivery services despite stiff competition from FedEx and the U.S. Postal System by investing heavily in advanced information technology.

2 Customer intimacy: Customers can download and print their own labels using special software provided by UPS or by accessing the UPS Web site. UPS spends more than \$1 billion each year to maintain a high level of customer service while keeping costs low and streamlining its overall operations.

III Give the meaning of the following terms. (H2)

Give an explanation and optionally, give an example, which clarify the concept.

term	meaning	Explanation / example
TPS	Transaction Processing Systems	This performs and records daily routine transactions necessary to conduct business such as sales order entry ,payroll, shipping.
ESS	Executive support systems	They address nonroutine decisions requiring judgement ,evaluation ,and insight because there is no agreed-on procedure for arriving at a solution.
DSS	Decision Support Systems	DSS focus on problems that are unique and rapidly changing ,for which the procedure for arriving at a solution may not be fully predefined in advance.
ERP	Enterprise Recourse Planning	It's a business process management software that manages and integrates a company's financials, supply chain, operational, commerce, reporting, manufacturing and human resource activities.
CIO	Chief Information Officer	CIO is a senior manager who oversees the use of information technology in the firm.
CSO	Chief Security Officer	The cso is in charge of information systems security for the firm and is responsible for enforcing the firm's information security policy.

IV Which 5 primary processes are part of Porter's Value Chain model ? (Ch.3)

- 1 . Inbound Logistics
- 2.Operations
- 3.Sales and Marketing
- 4.Service
- 5.Outbound Logistic

How can management use the value-chain analysis for making choices of starting new IT projects?
Give an example and short explanation.

First they have to figure it out which activities are the most valuable to the firm. Like It can be the source of cost , differentiation advantage etc. Then ,they have to think which ones could be improved to provide competitive advantage.