

ISOM 2010: Course Overview

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Who am I?

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 - Previous: Goldman Sachs
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ISOM 2010: Introduction to Information Systems

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| Companies / Software | Founders | Age when start the business |
|----------------------|--------------------------|-----------------------------|
| Yahoo! | Jerry Yang & David Filo | <30 |
| Digg | Kevin Rose | <30 |
| YouTube | Chad Hurley & Steve Chen | <30 |
| Amazon | Jeff Bezos | <30 |
| Linux | Linus Torval | 21 |
| Napster | Shawn Fanning | 19 |
| MyYearBook | Catherine Cook | 15 |

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Why Study Information Systems?

“A base level of software fluency will be a requirement for all levels, including upper management, in order to understand not only the core technologies but also the dynamics of working in a quick-turn, massively more connected, and digitized marketplace, in which economic value is driven increasingly by information-based services.”

~ McKinsey & Company, 2013

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THE WALL STREET JOURNAL. | TECH

TOP STORIES IN TECH

1 of 12



At Amazon, a Gantlet for New Hires



New Barnes CEO Must Tackle Nook

2 of 12

Web Privacy U.S.-EU Rift

TECH EUROPE

Today's CEOs Need to Grasp Technology

Understanding Its Potential Is No Longer Optional



Email



Print



Save




Comments



Jan. 8, 2014 3:28 p.m. ET

Source: <http://online.wsj.com/news/articles/SB10001424052702304347904579308153552947022>

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THE WALL STREET JOURNAL. | TECH

“It doesn't matter if you sell insurance or tires, you will be a software company. And **your most important assets, if you are going to survive, aren't your financial assets, they will be your software assets.** You will be in direct competition with Google, Microsoft, and SAP.”

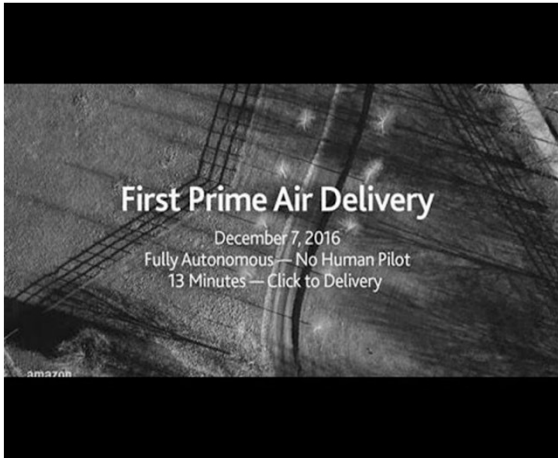
Future CEOs “don't have to be system engineers, but they **have to have the ability to see how technology could somehow apply to their customers**”.

Source: <http://online.wsj.com/news/articles/SB10001424052702304347904579308153552947022>

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Innovations in Business



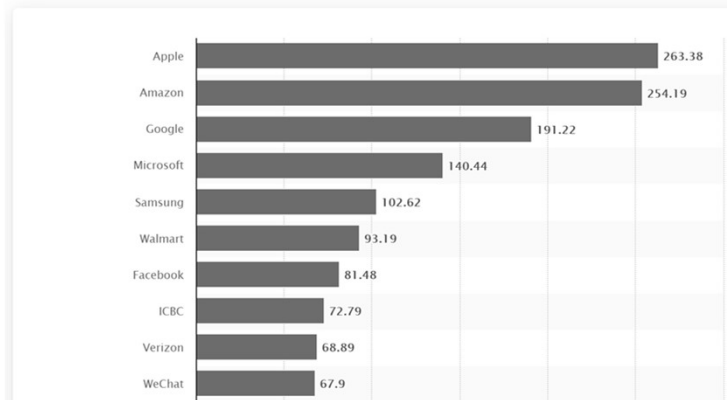
First Prime Air Delivery
 December 7, 2016
 Fully Autonomous — No Human Pilot
 13 Minutes — Click to Delivery

<https://www.youtube.com/watch?v=vNy5OrI2Ny8>

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Most valuable brands worldwide in 2021

(in billion U.S. dollars)



<https://www.statista.com/statistics/264875/brand-value-of-the-25-most-valuable-brands/>

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Technology and Career



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Information Systems Change Business Careers

- **Accounting**

- Accountants rely heavily on information systems to summarize transactions, create financial records, organize data, and perform financial analysis.
- The Sarbanes-Oxley Act requires an intimate knowledge of data bases, reporting systems and networks from accountants in order to trace financial transactions, including online transactions.

- **Finance**

- Financial managers, such as financial analysts, stock analysts, insurance underwriters, and related financial service occupations, work directly with senior management to ensure investments in information systems help achieve corporate goals and high returns.

- **Marketing**

- No field has undergone more technology-driven change in the past five years than marketing and advertising.
- Explosion in e-commerce means transition of consumers' attention and time to the Internet.
- Marketing managers deal with large databases of customer behaviors collected from both online and offline sources to develop reports of product performance, retrieve feedback from customers, and manage new product development.

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Case Study

A Battle Between Wall Street And Main Street Redditor on GameStop Jan-29, 2021

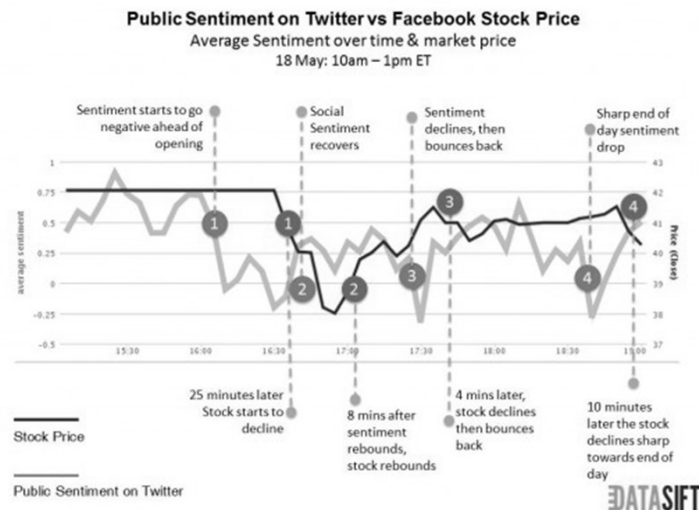


From understanding financial statements to real-time market sentiment

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Can twitter predict stock price?



Source: <http://www.kernelmag.com/comment/opinion/2355/facebook-twitter-correlation/>

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Finance has a Need for Technology

- Electronic trading systems leverage data mining and other techniques to crunch massive volumes of data, and discover exploitable market patterns
- Models run against real-time data and executed the instant a trading opportunity is detected
- Automated systems can move billions instantly and the actions of one system may cascade, triggering actions by others

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1) Search 2) Advanced 3) 24/7 News Help Twitter Filter Builder

Narrow By 5) Companies 6) Industries 7) Markets 8) People

News Flow • Light • Medium • Heavy

Preview Results Expected Flow: 47.9 tweets/min 9) Open in Launchpad

| | | |
|--|------|---------|
| 11) iTrader: \$AAPL bought July 420 Calls.. ahead of announcement | Twit | 11:22 |
| 12) City Press Online: We never thought rebels would attack us - minister: http://t.co/GsJkxyiSIL | Twit | 11:22 |
| 13) Fari Hamzei: GOT MAC+ ?? | Twit | 11:22 + |
| 14) FXstreet.de.com: #Forex: \$EURUSD mit Hoch bei 1,2818, jetzt am Eröffnungskurs http://t.co/TpT4x4PX0A | Twit | 11:22 + |
| 15) KoiCash: http://t.co/3Y6ctGVSYt KoiCash: \$ONCI a lunchtime buying spree is looming!! http://t.co/eYsqSTAa... | Twit | 11:22 |
| 16) Andrew Grant: \$TLT update: ready to burst above the cloud. Holding calls http://t.co/HcvQvFW15R | Twit | 11:22 |
| 17) CNBC.com: #IMKB'de bugün en çok kazandıran #hisseler: \$UTPYA \$ARTOG \$GSDDE \$GSDHO \$VESTL http://t.c... | Twit | 11:22 |
| 18) KoiCash: http://t.co/3Y6ctGVSYt KoiCash: \$ONCI Building a solid base in the 0022-24 range! http://t.co/HYF1... | Twit | 11:22 + |
| 19) PennyStocksPAYD: \$REVI - Staging A Monster Bounce Ahead http://t.co/kpd5ecigvg | Twit | 11:22 + |
| 20) 50 Pips: \$gold still looking for direction around 1550s > range now 1600/1550/1500 | Twit | 11:22 |
| 21) Market Int Center: Liberty Property Trust \$LRY Showing Resistance Near \$40.92 With 4.76% Dividend Yield (http://t.co/... | Twit | 11:22 |

Trending on Bloomberg Social Velocity

| | | |
|--------------------------------|--------------------------------|-----------------------------|
| Journal of Radiology Inc | Viaspace Inc | Alcoa Inc |
| Green Mountain Coffee Roasters | NextHorizon Communications Inc | Soul & Vibe Interactive Inc |
| Molycorp Inc | Guitammer Co/The | Bergio International Inc |

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Information Systems Change Business Careers

• Operations Management

- The growing size and complexity of modern industrial production and the emergence of global organizations and global supply chains requires employees in this field to employ information systems to coordinate and optimize resources in the product/service production and delivery process, with extensive use of database and analytical software.

• Management

- Human resource managers, production managers, project managers, medical managers, even chief executive officers, all use information systems every day to accomplish their jobs from desktop productivity tools to coordinating the entire enterprise.

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Marketing



Minority Report - Personal Advertising in the Future



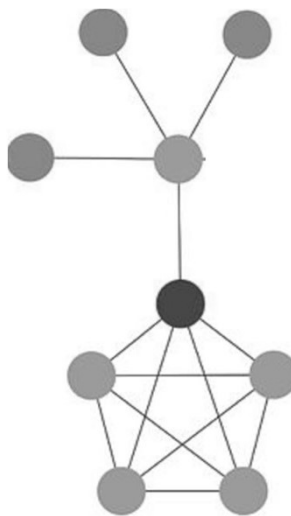
<https://www.youtube.com/watch?v=NrmMk1Myrxc>

- Information on consumers
 - Their “likes” and “nikes”
 - Their location
 - Their past purchases
- Information on market trends
- Information on competitors’ offers

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Information Systems in Marketing



As a marketing manager, who will you invest on?

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Technology and Management



From Screening to Sourcing:
LinkedIn and NetSuite

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Labor Market

- “Work without jobs”

amazonmechanical turk
Political Analysis Intelligence

Introduction | Dashboard | Status | Account Settings

Already have an account?
Sign in as a Worker | Requester

Mechanical Turk is a marketplace for work.
We give businesses and developers access to an on-demand, scalable workforce.
Workers select from thousands of tasks and work whenever it's convenient.
226,760 HITs available. [View them now.](#)

Make Money
by working on HITs

HITs - Human Intelligence Tasks - are individual tasks that you work on. [Find HITs now.](#)

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work

Find an interesting task → **Work** → **Earn money**

[Find HITs Now](#)

or learn more about being a Worker

Get Results
from Mechanical Turk Workers

Ask workers to complete HITs - Human Intelligence Tasks - and get results using Mechanical Turk. [Register Now](#)

As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results

Fund your account → **Load your tasks** → **Get results**

[Get Started](#)

FAQ | Contact Us | Careers at Mechanical Turk | Developers | Press | Policies | Blog
©2009-2014 Amazon.com, Inc. or its Affiliates

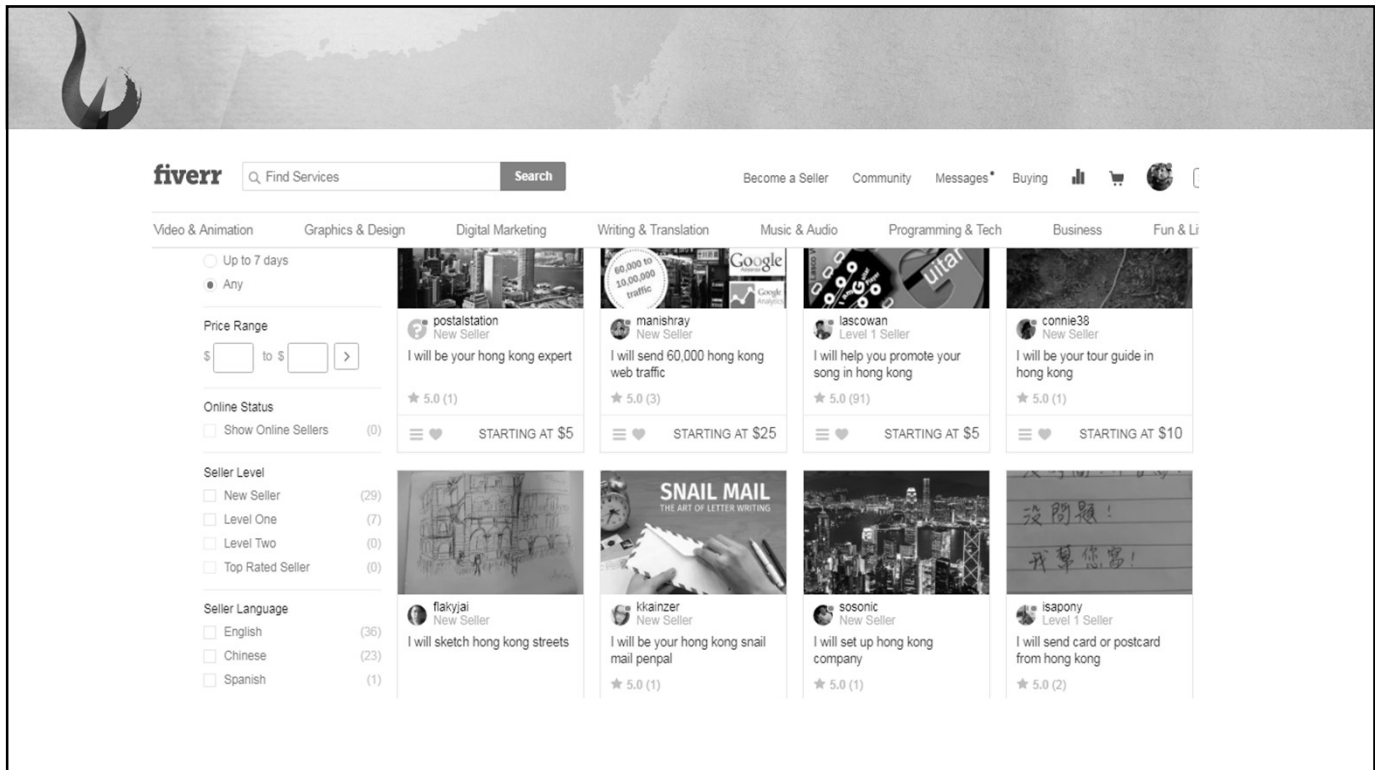
An amazon.com company

microplace

E lance
work differently

open **IDEO**

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Work Without Jobs

- *"The number of crowdsourcing workers continues to increase at a rate of more (than) double each year ... its workforce is still growing at over **60% annual growth**."*
- *"Contrary to a commonly held view of crowdsourcing as a transfer of low-skill work to low cost locations ... Almost **half have bachelor degree**..."*

-- Crowdsourcing.org Industry Survey, 2012

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Course Overview

X Advanced programming or writing a software

X Fixing a computer

X Setting up a network

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Course Overview

Technologies and systems evolve

- Differentiate Fad from Fundamentals
- Identify Opportunities and Threats
- **Understand Impacts and Implications**

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Course Overview

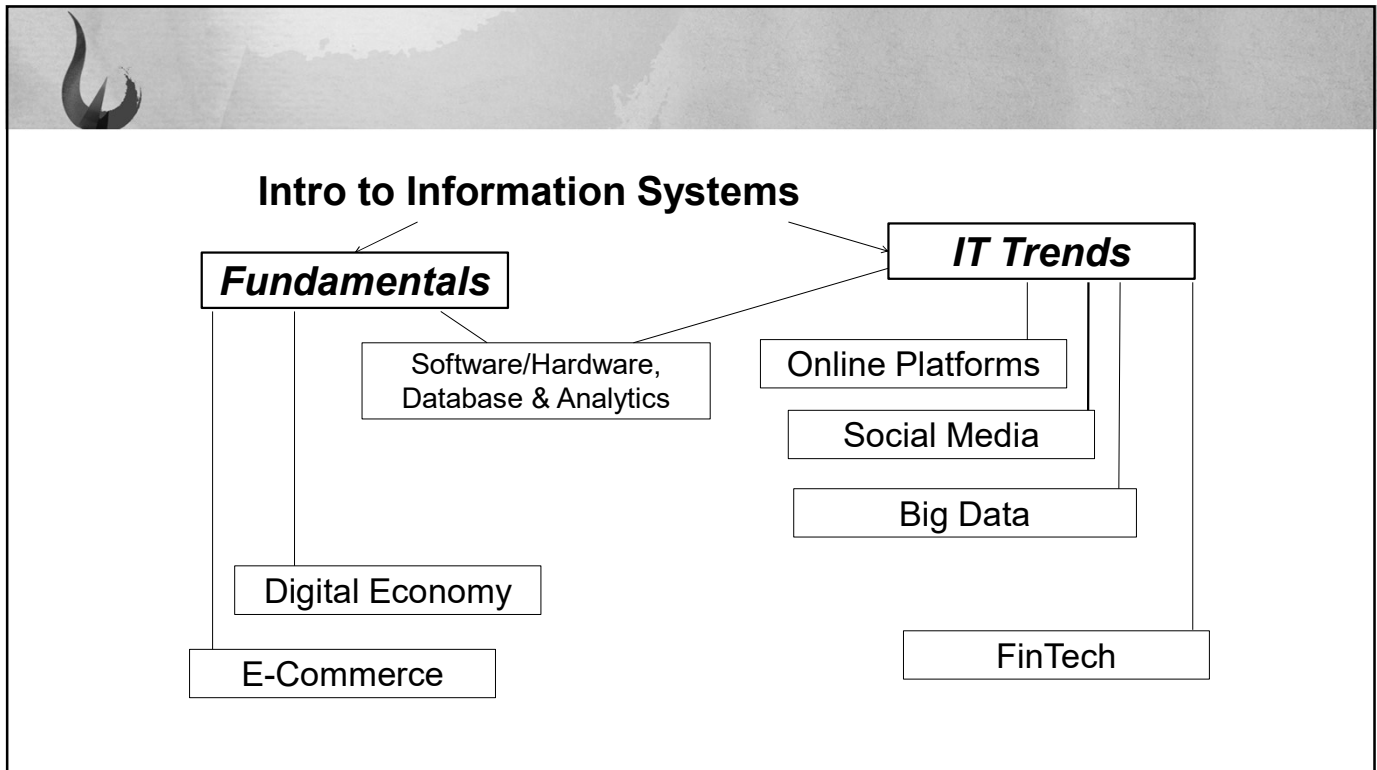
Intro. to Information Systems

| Lectures | Labs |
|------------------------|-----------|
| Managerial & Strategic | Technical |

Note:


- 1. Lecture and lab topics do not necessarily overlap**
- 2. For attendance and all lab-related inquiries, please resort to your lab instructions as the lab part is independent of the lectures.**

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Recommended References



Information Systems: A Manager's Guide to Harnessing Technology v9.0

By: John Gallaugh

Published: 2021

Discipline: Information Systems Textbooks

ISBN (Digital): 978-1-4533-3803-2

And various other references, consulting reports, articles, and websites.

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Course Philosophy

- Bring your questions in class or during the office hours. Emails with course related questions may not be replied to avoid further confusion!

There are no dumb questions! Just shoot in Class!



- All lecture notes and code are for ISOM 2010 enrolled students only. Please DO NOT share online.

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Course Grades

| | |
|---------------------|-------------|
| Class Participation | 15% |
| Labs | 15% |
| Group Project | 20% |
| Midterm Exam | 20% |
| Final Exam | 30% |
| Total | 100% |

***Late submissions of graded assignments:**

Within 24 hours after deadline: 20% score deduction

Thereafter: 0 score

In-class participation (10%), such as raising and responding to questions (zoom chatroom messages included), is highly encouraged;

Note: Class participation does not include after-class email correspondences.

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Way to Make up for Participation:

- 1. Show the class one interesting video or case which relates to the most recent lecture topic and provide brief comments to get the 50% of the missing points back.
- 2. Volunteer a comedic gig for the last class of the semester and get all 100% of the missing points back.

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Course Grades

Mid-term and Final Exams

- Some MCQs
- Mini-cases & open questions

Project Peer Reviews

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Course Grades

Ways to get a **better grade**:

- Attending class
 - Active participation
 - Passive participation
- Participating in course project
 - Reinforce understanding of concepts

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Group Project

- Goal: Develop an IS-driven business
 - Website, mobile application, software
 - Any industry/function
 - A website/app/system that does....
 - [DON'T] A website that sells XXXX
- Details will be provided after Add/Drop period
- Group formation
 - Start to reach out to your peers
 - Form your own group of 5 people by Mar-5th. Or our TA will randomly assign a group for you
 - Submit your group name list on canvas. One submission per group will do.

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Technology and Hong Kong
Home Sweet Home