**IS 501 ASSIGNMENT #1**

Read the article “How information gives you competitive advantage” by Porter and Millar (1985) and answer the questions below. For 3rd and 5th questions you should consider the firm you are working in or –if you are not working yet- any firm you are familiar with.

1. Make a brief summary of the article by pointing out the main arguments. (15 pts.)
2. Which Strategic Business Objectives of IS (refer to Ch. 1, 9th slide) are addressed in the article, explain by giving examples from the article. (10 pts.)
3. How would you locate your firm in the information intensity matrix? Discuss. (15 pts.)
4. Knowing that the article was written in 1985, how would you evaluate the authors’ ideas considering the strategic value of IS? Are they still valid in today’s business environment? Has there been a change in the strategic value of IS since then? Discuss. (20 pts.)
5. (This question is not related to the article)

For this question, you will consider the inventory of IS in your organization or of an organization that you are familiar with. (40 pts.)

* 1. Describe the type and features of your organization, including structure, culture, constituencies, politics.
  2. What is the main business strategy of the organization? Why? Are there supporting strategies? Explain.
  3. Categorize information systems such that if they are stand-alone systems, organize them according to the level of management it serves. (e.g. Executive Information System, Management Information System etc.) If they are enterprise applications indicate their application types (See the list of enterprise application types at the refer to Ch.2, 20th slide)
  4. Do you think your company fully utilizes the capabilities of its information systems? In other words, do you think that your company uses the software efficiently and effectively?
     1. What can be the reasons behind this success or inefficiency? Relate your answer to the complementary assets (organizational, managerial, social) of your firm. (See Ch. 1, 36th slide)
     2. Do the information systems support the business strategy? How?

**Important notes:**

1. The due date for the assignment is **November 22, 2020.** Late submissions will have a penalty of **10-point reduction** for each day of latency. The cut-off date is November 29 (23:59), after which no submissions will be accepted.
2. You should upload your files through the Assignment 1 tool in ODTUClass. The files should be in either **Word** or **PDF** formats.
3. Please adhere to **academic rules and ethics** in preparing your assignments. Plagiarism is not allowed. Plagiarism checker tools will be used.
4. **In answering the questions**, please note there may not be a definite answer and one sentence replies may not get full marks. You should explain and justify your responses.