

Week 3: Feedback to Students

CB2500 Information Management

Smart Banking (BI)
Smart e-Services (ISSN)

Smart IS Auditing (ISA)
Smart Global Business (GBSM)

Reminder to Submit Interim Report

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- Challenge 1: Does the current products or business processes create competitive advantages for your selected firm?
- Due 26th September 2021 (Sun) 11:59pm

(Week 3 Quiz) Data vs. Information

- Which of the following information is good information for the CEO of a call center?
- Data are facts or numbers
- Information is aggregated data (e.g., by sum and average etc.) and meaningful
- department-level averages of revenue generation figures **correct!**
- real-time information about the average time spent per call by employees **if you have 1000 employees and work 8 hours a day, is it meaningful to get such info in real time?**

Week 3 Tutorial Discussion

0 score for following answers:

- “Talking about fan economy” **You just repeat the question**

Acceptable but insufficient answers:

- “Customers participate in production and promotion.” **Please elaborate and explain!**
- “build the stronger relationship with the customers” **Please elaborate and explain!**

Best answer:

- “Companies can provide product or service with customers' preferences, providing customized service for the customer, enhancing the customers' experiences. Giving customers to provide opinions to the companies, making customers feel like they are in apart of the production and support the company ...”

Peer-Assisted Learning

- Please ask your questions and seek help on peer-assist.com; We give participation scores!
- You can now view your virtual point transactions on the website

