

# Week 4: Feedback to Students

## CB2500 Information Management

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

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

# Reminder of Bi-Weekly Lecture Quiz in Week 5

- Deadline: Deadline: This Sunday, 11:59 pm
- Coverage: Lectures 3-4

# Reminder of BI Performance Test in Week 6 Tutorial

- Use of Facepager and SAS Enterprise Miner
- Please review Modules 1-3 on HKMOOC
- Open-book, free-Internet access test
- 0.5 bonus for participation

# Week 4 Tutorial Discussion

0 score for following answers:

- “Because SMACIT has its pros and cons. For the pros, it can have a large data base” **So?**
- “As it empowers both the customers and employees.” **Not sufficient**
- “Better customer service can be provided and they can have better focus on their target customer.” **How does it relate to SMACIT?**

Acceptable but insufficient answers:

- “SMACIT refers to technologies such as community, mobile, analytics, cloud and internet of things. It is not totally a retail channel.” **Why?**
- “We can use SMACIT to further digitized the business model” **How?**

Best answer:

- “SMACIT business model can facilitate company to approach e-business which is more competitive than a new retail channel. It can improve business operations and help companies get closer to the customer with minimal overhead and maximal reach. SMACIT creates a competitive advantage and new business opportunities.”

# Feedback on Interim Report 1

- Give more details on types of suppliers
- Rivals vs. Substitutes
  - Rivals: Sell the same product
  - Substitutes: Different products but same customers
  - Pepsi is a rival of Coca-Cola; Vita (it sells soy milk) is a substitute of Coca-Cola (it sells cokes)
- Competitive Forces vs. Bargaining Power of Suppliers
  - Many competitors selling similar products -> high competitive force
  - Supplies (or raw materials) are dominated by a few suppliers -> high bargaining power of suppliers