Week 10: Feedback to Students

CB2500 Information Management

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

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

Week 8 Tutorial Discussion

- 0 score for following answers:
    - "Amazon, Facebook, Twitter" They are not social commerce features at all
- Best answer:
    - "Buy button: customers don't have to leave a social commerce website; Personalized recommendation: customers receive relevant recommendation; Online payment: it facilitates fast and convenient payment"

Week 9 Tutorial Discussion

- 0 score for following answers:

  – "Yes I agree." or "No I do not agree" What's your explanation?

- Acceptable but insufficient answers:

  – "Yes it does help SEO but it may be misleading." Give more detail please.

- Best answer:

  – "Yes, because it can identify the real, necessary numbers of the huge information by analysing the traffic, conversion, engagement ,CTR, and site speed, to monitor the behavior and customer segmentation"

Summary Statistics of Mid-term Test

- Total: 20
- Min: 1.75
- Max: 19.75
- Mean: 12.74
- SD: 3.33
- Median: 13
- 2 Questions are adopted from peer-assist.com

Top 5 Mid-term Test Questions with Highest Inaccuracy

- What is/are the main challenges of systems development?
- [Incorrect] Moore's Law of diseconomy of scale (Moore's Law is *not* about diseconomy of scale)
- [Incorrect] all available options
- [Correct] Technology evolves over time

Top 5 Mid-term Test Questions with Highest Inaccuracy

- Which of the following is the correct description of competitive strategy?

- [Incorrect] Competitive strategy is not determined by Porter's Five Forces Model (Porter's Five Forces Model evaluate industry structure, which determines competitive strategy)

- [Correct] Competitive strategy is a direct response to industry structure

Top 5 Mid-term Test Questions with Highest Inaccuracy

- The Finance Office of CityU uses accounting information systems to determine the budget of all part-time helpers. What is the functional role of IS?

- [Incorrect] Achieve strategies (no strategy specified here)

- [Incorrect] Use IS (it's more than storing work hours of part-time helpers)

- [Correct] Manage IS

Top 5 Mid-term Test Questions with Highest Inaccuracy

- Which of the following is true

- [Incorrect] DBMS is the hardware that implements databases (DBMS is application software)

- [Correct] We should always include primary and foreign keys in all tables

Top 5 Mid-term Test Questions with Highest Inaccuracy

- Which of the following is *incorrect* about social capital?

- [Incorrect] Entity resources are relevant

- [Correct] Social capital is a summation of relationships, relationship strength, and entity resources (it should be a product not summation)

Reminder of Group Project

- 14th November 2021 (Sun) presentation file due for all teams
- 28th November 2021 (Sun) business consultation report due
- Plagiarism score > 30 won't be graded
- 28th November 2021 (Sun) text mining data file (e.g., your input file for text topic analysis)

Reminder of Group Presentation

- Groups 1-4 Week 12
- Groups 5-6 Week 13
- 8-min presentation + 2-min Q&A
- All students are required to attend even you are not presenting
- Presentation file will be ready on instructor's computer on the date of presentation
- You can choose to present in mixed-mode

Grading Criteria of Project

- Total 15%
  - Presentation 3%
  - Industry analysis (interim report 1) + text topic analysis (interim report 2) 3%
  - Problem/opportunity identification (interim report 2 + other new problems/opportunities) 3%
  - Innovation + Feasibility of IM solutions (3%)
  - Details of IS + other Internet+ technologies (3%)

Content of Business Consultation Report

- Executive Summary (1-page)
- Background
- Social Analytics and BI (Text Topic Analysis Results)
- Business Analysis, Problems & Opportunities
- Proposed IM/Internet+ Solutions
- Conclusion
- (Optional) References
- (Optional) Appendices

Free-rider Discount

- Discount on 3 Interim Reports + Group Project (Total 20%)

- Discount ranges from [0, 1]

- Discount = max(0, 1- (self-contribution / equal weighted peer-contribution))

- Example: students A-E get a contribution score of 12, 22, 22, 22, 22 respectively. Equal weighted peer-contribution = 100/5 = 20. Discount for A = 1 − 12/20 = 0.4. Discount for B to E = 0. Tutor may make minor adjustment to the discount.