## Week 2: The Importance of IS

### Intended Learning Outcomes

ILO1: Describe the components of an information system (IS) and demonstrate reflective thinking skills.

ILO5: Demonstrate good communication and interpersonal skills in proposing and presenting creative information management solutions.

1. **Group Formation and Group Presentation Lottery [5 mins]**
2. Submit your group list to your tutor if you have not yet done so
3. Students without a group will be randomly assigned to one
4. Your tutor would conduct lucky draw to determine presentation order;
5. **Tutorial Discussion [15 mins]**

Log on to Canvas and complete Tutorial 2 Discussion. It carries a bonus participation of 0.5% for correct answer.

Topic for discussion:

“Do you think that technologies will eventually replace all human jobs? How do you prepare for your future career?”

Suggested Readings:

1. Mahdawi, A. (26th June 2017), the Guardians, "What jobs will still be around in 20 years? Read this to prepare your future", <https://www.theguardian.com/us-news/2017/jun/26/jobs-future-automation-robots-skills-creative-health>
2. Cook, M. (2nd January 2018), Forbes, "Why artificial intelligence will eliminate millions of sales jobs", <https://www.forbes.com/sites/forbesagencycouncil/2018/01/02/why-artificial-intelligence-will-eliminate-millions-of-sales-jobs/>
3. **Overview**

Use apparel e-tailers as examples to discover the components of an information system.

**Experiencing MIS [30 mins]**

Visit two apparel e-tailers, zulily.com (<https://www.zulily.com/about-us>) and Nordstrom (<http://shop.nordstrom.com/>), and comment on their business models

1. Using general terms, describe the need that these sites have for:
   1. Data
   2. Procedures
   3. People
2. How does the zulily shopping experience differ from that of Nordstrom?
3. Children grow very fast. As an e-tailer whose target customers are children, what kind of strategy would you recommend to zulily to customize the shopping experience? What data would you need in order to do this?
4. **Preview of Next Tutorial Readings**

Topic for next tutorial discussion:

“What is Internet+? Does it pose as a threat or an opportunity to Hong Kong?”

Suggested Readings:

1. Gu, S. (22nd April 2016), Morgan McKinley, "Internet+ Strategy in China", <http://www.morganmckinley.com.cn/en/article/internet-strategy-china>
2. Dou, W. and Du, T. (Spring 2016), City Business Magazine, “Internet+ Wave goodbye to conventional marketing”, <https://www.cb.cityu.edu.hk/CityBusinessMagazine/2016-spring/en/internet-plus-wave-goodbye-to-conventional-marketing>