## Week 3: Business Process, Data and Information

### Intended Learning Outcomes

ILO1: Describe the basic components of information systems used by businesses.

ILO2: Explain how IT-enabled business processes improve businesses’ efficiency and effectiveness in an international environment.

ILO3: Demonstrate the attitude and ability to design creative information management solutions to support business processes at various organizational levels.

**Activity 1. Week 3 Bi-Weekly Lecture Quiz Reminder [1 mins]**

Please feel free to let me know if you have any problems in answering the MC questions.

a. Max 3 attempts allowed

b. Deadline: This Sunday, 11:59 pm

**Activity 2. Team Formation for Group Projects [4 mins]**

1. List your team via Canvas. If you fail to do so, your participation marks may be affected;

**Activity 3. Tutorial Discussion [20 mins]**

Log on to Canvas and complete Tutorial 3 Discussion. It carries a bonus participation of 0.5% for correct answer.

Topic for 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>

**Activity 4. Documenting a Business Process [25 minutes]**

In your lecture in Week 2, you learned the basics of how to document a business process and the characteristics of information and information quality. In the first part of today’s tutorial, you will apply the knowledge that you acquired to document a business process of CityU Library. In the second part, you are required to provide examples of information and data.

* Assume that you have been hired by CityU Run Run Shaw Library to improve their booking system (CityU LibraryFind) (<http://www.cityu.edu.hk/lib/>). Study the book search and request procedures carefully and then document a business process. If possible, suggest ways to enhance the business process.
* Give examples of data and information used in the library system.

**Activity 5. Preview of Next Tutorial Readings**

Topic for next tutorial discussion:

1. “Can SMACIT help generate competitive advantages? How do companies succeed in the digital era?”

Suggested Readings: Ross, J.W., Beath, C.M., and Sebastian, I. (14th January, 2015), Harvard Business Review, “Why Nordstrom's Digital Strategy Works (and Yours Probably Doesn't)” <https://hbr.org/2015/01/why-nordstroms-digital-strategy-works-and-yours-probably-doesnt>

2. “How does IM/IS help fight 2019-nCov?”

Suggested Readings: Woodie, Alex. (3rd February 2020), Datanami, “ How the Coronavirus Response Is Aided by Analytics” <https://www.datanami.com/2020/02/03/how-the-coronavirus-response-is-aided-by-analytics/>

Yes