

**Critical Issues in Managing Information Systems in Organization(CRIMISO)**

**Group Assignment**

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# 1.0 Introduction

Across the eras and many years to the back, many organisations have come across way many issues, be it in the form of human resource, finance, marketing and etc. One of the key issues that most organisations faced was IT during the technology era. Many companies have failed to keep up with the ever-changing nature of the IT Sector. Those that implemented the early strategies and approach also had to take significant risk to bring up their organisation across their peers. There are some that were successful, and most failed and were left in history.

This case study would be to study about one such organisation, a multinational oil and gas company, British Petroleum (BP). It would be entailing different approaches and strategy the company has applied based on IT (Strategic Use/Operations/Project Management/Telecommunications & Networking) and how then they survived their predicament over the mentioned issue.

# 2.0 Background and Current situation of the company

British Petroleum (BP) is an energy company that started with petroleum. BP is headquartered in the United Kingdom. Since the establishment of BP in 1908, BP has gone through the process of progress from coal to petroleum to natural gas, and currently and future will focus more on low-carbon new energy. Its business scope includes exploration, production, refining, distribution, marketing, power generation, and trading. BP is one of the seven leaders in the world's petroleum industry.

According to the BP financial report, BP lost $5.7 billion in 2020 due to the impact of the epidemic. What can be encountered is that the global demand for petroleum may be difficult to recover from this epidemic. However, in the same year, BP sold its petrochemical business to Ineos. At the same year they established a cooperative relationship with the offshore wind power Company- Equinor. Finite Carbon is the largest forest carbon offsets developer in the United States. In December of the same year, BP acquired its majority stake. From these actions of BP, under the leadership of the new CEO Lu Bona, the epidemic has accelerated BP’s move to the new process of energy transition.

# 3.0 Group evaluation & conclusion (SWOT analysis based on the individual effort)

3.0.1 Name: Priyyatharisini A/P M Tamil Selvam (TP053340)

Managing Strategic Use of IT ( SWOT analysis)

Strength

* Ability to creatively come up with the Outsourcing idea.
* Ability to take the risk and be the pioneer in implementing a never before applied idea.
* Enough financial power to implement and outsource the IT work. Weakness
* Number of activities to be counted in the strategic IT plan.
* Long Timeframe involved to develop the strategy.
* Not knowing the implemented strategy would be 100 percent workable.

Opportunity

* Initiating a common model for the industry, which they could gain profit.
* Which then allows them to sell these ideas plan to other industry peers.
* Allows them to work together with other industry peers, gather significant data and get partners.

Threat

* If other industry peers intended to copy or implement a better idea than theirs.
* If other industry peers didn’t intend to work together with them, which then removes their opportunities all together.

Above shows a general SWOT analysis based on their implementation of strategic it.

## 3.0.2 Name: Irfan Mohammed Shakeel (TP052419)

Managing IT Operation ( SWOT analysis)

Strengths

Amoco, ARCO, BP Express, BP Connect, BP Travel Centre, AM/PM, Burmah Castrol, and other BP subsidiaries and retail brands offer the corporation with a broad revenue portfolio rather than relying just on its energy sector.

BP Amoco's petroleum industry has a loyal customer base.

The tagline "Beyond Petroleum" has served BP well, allowing them to be acknowledged for its involvement in various markets.

Following the previous catastrophes and executive mismanagement, BP has worked hard to repair its image, putting a greater emphasis on social responsibility, openness, and meaningful communicating.

Weaknesses

Numerous oil spills and catastrophes have occurred at the corporation, resulting in casualties and major environmental pollution all over the globe. These all could have been avoided with proper IT operations and managing in place.

Previous IT operational officials and chiefs were irresponsible and managed the tragedies improperly, further tarnishing their reputation and resulting in large penalties, fines, and costs to help people who were harmed. Development in communication and understanding better use of the IT operations can improve much of this problem going into the future.

The corporation is under increased pressure to move to supplying renewable energy solutions due to the continued concentration on environmental issues and the diminution in the use of renewable resources.

BP has closed numerous oil deposits, resulting in numerous layoffs, all of which occurred during bad economic times, strengthening the company's reputation of being heartless and rapacious.

Opportunities

When it can invest in research and adjust its approach, the company has the potential to become a market leader in numerous alternative fuel and energy areas. Wind, solar, and hydrogen are among the market opportunities. This would require heavy dependency on the goals and clear prospectus of the IT managing departments.

With some of its alternatives energy supply prospects, BP has the potential to expand into different geographical domains.

To increase revenue streams in these sectors, BP can focus on further strengthening many of its businesses outside of its petro - chemical concentration.

Threats

If the business owner does not formalise its sustainable development and place it at the beginning stages of its approach, such as revising workforce health hazards to start reducing power station eruptions, gas leak and spills, oil and gas corrosion, and other environmental hazards, environmental issues may continue to have become a potential danger.

If the company does not solve these environmental issues and inadequate safety standards, it will continue to face litigation and penalties, which will have a severe influence on the company's long-term viability.

Other firms, such as Shell and Chevron, are posing more competition because they are better at dealing the environmental challenges than BP and have improved their company image. So at the end, clearly better management and dealing of the IT departments are needed at BP to handle the problems much more efficiently and in a safer manner.

## 3.0.3 Name: Zhang Ziteng (TP052096)

Managing Telecommunication and Networking ( SWOT analysis)

Strength

Telecommunication and Networking technology can bring cutting-edge fiber optic network technology and high-performance fiber optic cable equipment to BP. For example, deploy a regional internal network. A telecommunications company whose local brand is respected can bring the best customer service to BP. For example, if China Telecom is used in China, the stability and transmission speed of the network will be faster.

Weakness

Corrosion of cable lines may affect BP's network stability. For example, the network freezes during the video conference.

Slow after-sales service may affect BP’s communication and even cause unnecessary losses. For example, in Malaysia, the reporting of network problems to the after-sales service may require an appointment one week in advance. A week of continuous network disconnection may cause significant losses to the company.

Opportunity

Providing employees with the safest and most convenient environment can increase their sense of belonging to the company. For example, during COVID-19, telecommunications network communication can help BP employees reduce face-to-face communication and reduce the risk of infection. The comprehensive promotion and application of 5G can bring opportunities for BP to use artificial intelligence in the development of new energy. For example, remote use of artificial intelligence for new energy exploration, mining, transportation, etc.

Threat

Internet security issues may bring external threats from competitors to BP. For example, hackers invade and steal internal data.

Inaccurate artificial intelligence parameters may cause large-scale losses. For example, energy leakage occurs when artificial intelligence is used for remote energy transportation.

# Conclusion

The entire role of this assignment was to access and understand the critical issues present today in managing information systems in organizations. Our group was divided into members of 4 each tasked with writing a report to understand the critical and important points of managing information systems in organizations. Managing strategic use of IT is the use of strategies and points and getaways to make the best use of the technology available at the disposal of the company. The role of IT operations involves critically understanding and evaluating the roles and jobs and various other works involved in the operations that go around when managing information systems. The task of project management is the job of ensuring there is a steady and healthy improvement overall the entire plans and goals of the company and a linear growth and understanding. Managing telecommunication and networks is in retrospect the desired task of understanding the various roles and prospects involved in correctly accessing the needs and requirements of the company. In accordance to all the reports and analysis, everyone from our group has done their fair share and research of the topics and work given to them. There has been a good understanding present and sufficient research has been done to pinpoint and analyze all the tasks given in the assignment.

To summarize what we have learned throughout this assignment and also from the help of understanding British Petroleum and doing a case study of them, Planning, organizing, managing, controlling, and overseeing production and manufacturing processes are all part of a strategic management. An IT operation manager's main goal is to ensure that products are delivered on time and that raw resources are successfully transformed into finished goods (input to output). Operations management is critical to the success of any enterprise. We have done thorough understanding and research to be able to come to conclusive points and factors that make it such an important aspect of modern companies.

Finally, we would like to thank our teacher, who has been able to guild us and make us understand all the important topics and discussions related to this module.

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