



# Management Information System Fall, 2020

## Class wrap-up

**Department of e-business**

**Min Jae Park**

# Final Exam

- December 16 (Wednesday) 15: 00 ~ 16: 30 (1.5 Hour)
- Sung Ho Hall /Rm 304 & Auditorium
- Open Book & Open Material / Mobile or any electronic device is not permitted
- Exam Coverage  
: Lecture material from Week 10 to Week 15 , including Assignment reading material and special topic
- Questions
  - Multiple Choices: 4 questions (5 points, each question)
  - Short Answer: 4 questions (5 points, each question)
  - Essay Questions: 3 questions (20 points, each question)
- E-mail to Professor if you have any difficulties to participate the exam

# Guideline for Final exam

- Chapter 9 ~ Chapter 14

## Chapter 9. Achieving Operational Excellence and Customer Intimacy: Enterprise Applications

1. Role of Information Technology in Supply Chain Management
2. Can IT alleviate the Bull whip effect in SCM?
3. Business value of CRM System and the concept of Churn

## Chapter 10. E-commerce : Digital Markets Digital Goods

1. The purpose of Social Network Analysis and examples of Measuring the Whole-network structure
2. Understanding the eight features of Internet and Web as commercial medium
3. The way how to operate an advertising network and personalized web
4. The concept of Web 2.0 and the utilization of Social Networking services in the business area  
(Assignment: UnME Jeans)

# Guideline for Final exam

- Chapter 9 ~ Chapter 14

## Chapter 11. Managing Knowledge

1. The knowledge management value chain: Flow, Loop and Components
2. Types of KMS and their features
3. Requirements of knowledge work systems

## Chapter 12. Enhancing Decision Making

1. Special Issue: Catch-up strategy
2. main reasons why investments in information technology do not always produce positive results
3. Elements in the business intelligence environment
4. decision support systems used for the semi-structured decisions made by the business Analysts

# Guideline for Final exam

- Chapter 9 ~ Chapter 14

## Chapter 13. Building Information Systems

1. Structural organizational changes enabled by IT
2. The process and phase of System development
3. Objected-oriented system development
4. The advantages and disadvantages of End-user development
5. Definition of RFP

## Chapter 14. Managing Project

1. The project management Diamond
2. The Hierarchy in large firms for selecting projects
3. Increasing user involvement and overcoming user resistance
4. Ergonomics and sociotechnical design

Assignment Section : How blockchain technologies impact your business model

# At the end of the lecture

- Broad overview of the fundamental concepts of information systems for students.
- The basic concepts of computer hardware, software, databases, data communication networks including the Internet, various information systems, and other emerging technologies.
- Scientific views toward IT to understand the interrelationships between IT and Management.
- Emerging IT Trend

I would like to express my sincere gratitude to all of you.



**THANK YOU**