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## School of IT & Business TechnologiesBachelor of Business Information Management Cover Sheet and Student Declaration

This sheet must be signed by the student and attached to the submitted assessment.

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| **Course Title:** | Information system fundamental | **Course code:** | BBIM504 |
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| **Assessment No & Type:** | Assessment 1 Report | **Cohort:** | BBIM7124C |
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| **Tutor’s Name:** | Leo Hitchcock |  |  |
| **Assessment** **Weighting** | 40% |  |  |
| **Total Marks** | 100 |  |  |

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**Date: 25 April 2024**

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| **Tutor only to complete** |  |  |
| **Assessment result:** | **Mark /100** | **Grade** |

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**Task 1**

**Answer a**

1. Efficient Operations: Information systems help streamline and automate various processes within McDonald's, such as order management, inventory control, and employee scheduling. This improves operational efficiency and reduces errors.

2. Decision Making: Information systems provide valuable data and analytics that help McDonald's make informed business decisions. They can analyze sales trends, customer preferences, and market insights to develop effective strategies and stay competitive.

3. Enhanced Communication: Information systems facilitate smooth communication and collaboration among different departments and branches of McDonald's. They enable real-time sharing of information, updates, and feedback, fostering better teamwork and coordination.

4. Customer Relationship Management: McDonald's uses information systems to manage customer relationships 1 effectively. They can track customer preferences, personalize promotions, and provide seamless customer service, enhancing the overall customer experience.

5. Strategic Planning: Information systems play a crucial role in strategic planning at McDonald's. They provide data-driven insights that help identify growth opportunities, assess risks, and develop long-term business strategies for expansion, product development, and market positioning.

("McDonald's Information System: 4 Important Aspects of Success." 26 Oct. 2020, <https://theknowledgenest.org/blog/management-information-system-in-mcdonalds>.

2

**Answer b**

. Efficient Communication: An information system enables seamless communication between different offsite locations of McDonald's. It allows employees to share information, collaborate on projects, and stay connected, promoting effective teamwork.

2. Centralized Data Management: With an information system, McDonald's can centralize data storage and management. This allows for easy access to information from various offsite locations, ensuring consistency and accuracy in data across the organization.

3. Real-time Monitoring: Data frameworks provide real-time checking capabilities, permitting McDonald's to track operations, deals, stock, and other key measurements at offsite areas. This makes a difference in recognizing issues or patterns promptly, empowering convenient decision-making and problem-solving.

4. Streamlined Forms: A data framework streamlines forms by

(3)

mechanizing schedule tasks, such as arrange handling, stock management, and announcing. This moves forward productivity, diminishes mistakes, and liberates employees' time to center on more value-added exercises.

("Competing in the New Talent Market - Harvard Business Review." 03 Oct. 2022, <https://hbr.org/2022/10/competing-in-the-new-talent-market>.

)

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**Answer c**

. People: The people aspect of the information system at McDonald's includes all the employees, managers, and customers involved in the organization. Employees use the information system to communicate, access data, and perform their tasks effectively. Managers rely on the system for decision-making and monitoring operations. Customers interact with the system through self-ordering kiosks or mobile apps, enhancing their experience.

2. Technology: The technological component of McDonald's information system encompasses the hardware, software, and networks used to support its operations. This includes point-of-sale systems, self-ordering kiosks, inventory management software, and secure networks for data transmission. Technology enables efficient data processing, storage, and communication within the organization.

3. Processes: The processes within McDonald's information system refer to the structured and organized workflows that ensure smooth operations. This includes order processing, inventory management, employee scheduling, and data

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analysis. The information system streamlines these processes, automates repetitive tasks, and provides real-time insights for better decision-making.

[Best 15 romantic sad bollywood movies - IMDb](https://www.imdb.com/list/ls049587868/)

"Best 15 romantic sad bollywood movies - IMDb." <https://www.imdb.com/list/ls049587868/>.

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**Answer d**

1. Evolving Customer Expectations: As businesses adapt to changing customer expectations, information systems must keep pace. McDonald's, for example, has embraced mobile ordering, self-service kiosks, and delivery services. These innovations require robust information systems to handle the increased volume of transactions and provide a seamless customer experience.

2. Data-Driven Decision Making: In today's business landscape, data is king. Companies like McDonald's leverage information systems to collect, analyze, and interpret vast amounts of data. This enables data-driven decision-making, helping McDonald's identify trends, optimize operations, and tailor their offerings to customer preferences.

3. Worldwide Operations and Supply Chain Administration: McDonald's works on a global scale, with a complex supply chain. Data frameworks encourage productive supply chain administration, ensuring opportune delivery of fixings, checking

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stock levels, and following shipments. This empowers McDonald's to preserve consistency and quality over its offsite areas around the world.

4. Improved Effectiveness and Efficiency: Data frameworks streamline trade forms, mechanize schedule assignments, and move forward by and large productivity. For McDonald's, this means faster arrange handling, exact stock administration, and consistent communication between offsite areas. These efficiencies eventually lead to progressed efficiency, cost savings, and better client benefit.

([Reasons Why Information Systems are Important for Business Today](https://bizoriginal.com/reasons-why-information-systems-are-important-for-business-today/)

"Reasons Why Information Systems are Important for Business Today." 11 May. 2023, <https://bizoriginal.com/reasons-why-information-systems-are-important-for-business-today/>.

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**Task 2**

**Answer a**

1. Expanded Market Reach: With the power of the Internet, McDonald's can now reach a much wider audience beyond their physical locations. They can take orders online and even offer delivery services, making it super convenient for customers.

2. Personalized Experiences: Information systems allow McDonald's to gather customer data and preferences. This helps them provide personalized offers, recommendations, and promotions. It's all about making each customer feel special and catered to!

3. Real-Time Decision-Making: Much appreciated to information frameworks, McDonald's can get to real-time information on deals, stock, and client input. This empowers them to create fast and educated choices to keep up with the requests of their clients.

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4. Streamlined Operations: Data frameworks offer assistance McDonald's robotize different forms like arrange preparing, stock management, and representative planning. This leads to way better productivity, cost reserve funds, and smoother operations generally.

So, the conventional business model has certainly advanced with the Web and data frameworks. McDonald's is grasping innovation to reach more individuals, offer personalized encounters, make data-driven choices, and run their operations more productively.

[1.1 What Is Economics, and Why Is It Important? - OpenStax](https://openstax.org/books/principles-economics-3e/pages/1-1-what-is-economics-and-why-is-it-important)

"1.1 What Is Economics, and Why Is It Important? - OpenStax." <https://openstax.org/books/principles-economics-3e/pages/1-1-what-is-economics-and-why-is-it-important>.

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**Answer b**

1. Increased Convenience: E-commerce has made shopping easier than ever before. Customers can browse and purchase products from the comfort of their own homes, anytime, and from anywhere. No more rushing to physical stores or dealing with limited operating hours.

2. Expanded Product Selection: Online platforms allow merchants to showcase a much wider range of products compared to physical stores. Customers now have access to a vast array of options, making it easier to find exactly what they're looking for.

3. Direct Communication: E-commerce platforms enable direct communication between buyers and sellers. Customers can ask questions, seek clarification, and receive personalized assistance from the merchants themselves, enhancing the overall shopping experience.

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4. Price Transparency: With e-commerce, customers can easily compare prices across different platforms, ensuring they get the best deal. This increased price transparency puts pressure on merchants to offer competitive prices, benefiting the customers.

5. Global Marketplace: E-commerce has broken down geographical barriers, allowing customers to shop from merchants all around the world. This opens up a global marketplace, providing customers with unique and diverse products that may not be available locally.

[Watercolor Wisconsin 2023 - Racine Art Museum](https://www.ramart.org/exhibit/watercolor-wisconsin-2023/)

"Watercolor Wisconsin 2023 - Racine Art Museum." <https://www.ramart.org/exhibit/watercolor-wisconsin-2023/>.

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**Answer c**

1. Data Security: Collecting and storing personal information can pose risks if not adequately protected. Unauthorized access or data breaches can lead to identity theft or other forms of cybercrime.

2. Consent and Transparency: It's important for companies like McDonald's to be transparent about the information they collect and obtain proper consent from individuals. Lack of transparency or obtaining information without consent raises ethical questions.

3. Profiling and Focused on Publicizing: When companies collect individual information, they can make point by point profiles of people, which can be utilized for focused on publicizing. This raises concerns almost control and attack of protection.

4. Data Sharing and Third Parties: Companies may share collected data with third parties, which can lead to further privacy issues. Individuals might not be aware of how their information is being shared or used by these parties.

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5. Surveillance and Tracking: With the advancement of technology, companies can track individuals' online activities, location, and behavior. This constant surveillance raises concerns about personal freedom and the right to privacy.

([Kisselburgh & Beever (forthcoming) The Ethics of Privacy in Research ...](https://www.researchgate.net/profile/Lorraine-Kisselburgh-2/publication/351093822_The_Ethics_of_Privacy_in_Research_and_Design_Principles_Practices_and_Potential/links/6085a1ae881fa114b42b0775/The-Ethics-of-Privacy-in-Research-and-Design-Principles-Practices-and-Potential.pdf)

"Kisselburgh & Beever (forthcoming) The Ethics of Privacy in Research ...." <https://www.researchgate.net/profile/Lorraine-Kisselburgh-2/publication/351093822_The_Ethics_of_Privacy_in_Research_and_Design_Principles_Practices_and_Potential/links/6085a1ae881fa114b42b0775/The-Ethics-of-Privacy-in-Research-and-Design-Principles-Practices-and-Potential.pdf>.

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**Answer d**

1. Strong Data Protection Policies: McDonald's has established robust data protection policies to safeguard customer information. They prioritize the security and confidentiality of personal data, ensuring it is handled and stored securely.

2. Enhanced Consent Mechanisms: McDonald's has implemented clear and transparent consent mechanisms to ensure individuals are fully aware of the information being collected and how it will be used. They strive to obtain informed consent from customers before collecting their data.

3. Standard Security Reviews: McDonald's conducts normal security reviews to distinguish and address any vulnerabilities in their data frameworks. By proactively surveying their frameworks, they can relieve potential dangers and guarantee information protection is maintained.

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4. Worker Preparing and Awareness: McDonald's contributes in preparing programs to teach their employees approximately information protection and the significance of protecting customer data. By raising mindfulness among their staff, they can guarantee that protection practices are taken after all through the organization.

([Punctuation: The Ultimate Guide | Grammarly](https://www.grammarly.com/punctuation)

"Math Symbols | All Mathematical Symbols with Examples - BYJU'S." <https://byjus.com/maths/math-symbols/>.

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**Task 3**

McDonald's has made commendable efforts to address data privacy challenges in their information system management. They have implemented strong data protection policies, enhanced consent mechanisms, regular security audits, and employee training. However, there are still areas for improvement.

**Recommendations:**

1. Continuous Monitoring and Adaptation: McDonald's should continuously monitor the evolving landscape of data privacy regulations and adapt their strategies accordingly. This will ensure they stay up-to-date with changing requirements and maintain compliance.

2. Privacy by Design: McDonald's can incorporate privacy considerations into the design of their information systems from the start. By implementing privacy-enhancing technologies and practices, they can minimize privacy risks and build trust with their customers.

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3. Transparent Data Practices: McDonald's should strive for even greater transparency in their data practices. They can provide clearer explanations of the types of data collected, how it is used, and with whom it is shared. This will help customers make informed decisions about their privacy.

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