Case Study for Information Management

資訊管理個案

Information Systems in Global Business:
1. UPS,
2. The National Bank of Kuwait (Chap. 1)

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2012-09-17
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Chap. 1
Information Systems in Global Business:
1. UPS,
2. The National Bank of Kuwait
Case Study: UPS

UPS Competes Globally with Information Technology

1. What are the inputs, processing, and outputs of UPS’s package tracking system?
2. What technologies are used by UPS? How are these technologies related to UPS’s business strategy?
3. What problems do UPS’s information systems solve?
4. What would happen if these systems were not available?

Case Study: NBK
The National Bank of Kuwait

1. How has NBK benefitted from the implementation of SHOROUQ?

2. List the advantages and disadvantages of implementing the SHOROUQ system at NBK.

3. How do you think NBK's business would have developed if it had not integrated SHOROUQ?

The Interdependence Between Organizations and Information Technology

Perspectives on Information Systems: Data and Information

331 Brite Dish Soap 1.29
863 BL Hill Coffee 4.69
173 Meow Cat .79
331 Brite Dish Soap 1.29
663 Country Ham 3.29
524 Fiery Mustard 1.49
113 Ginger Root .85
331 Brite Dish Soap 1.29

Sales Region: Northwest
Store: Superstore #122

ITEM NO. DESCRIPTION UNITS SOLD
331 Brite Dish Soap 7,156

YTD SALES
$9,231.24

Functions of an Information System

Information Systems Are More Than Computers

Levels in a Firm

Senior Management

Middle Management
Scientists and knowledge workers

Operational Management
Production and service workers
Data workers

The Business Information Value Chain

Contemporary Approaches to Information Systems

A Sociotechnical Perspective on Information Systems

資訊管理個案
(Case Study for Information Management)

1. 請同學於資訊管理個案討論前
   應詳細研讀個案，並思考個案研究問題。
2. 請同學於上課前複習相關資訊管理相關理論，以作為個案分析及擬定管理對策的依據。
3. 請同學於上課前
   先繳交個案研究問題書面報告。
4. 上課時間地點：MI4C B602 (一) 8, 9, 10 (Mon. 15:10-18:00)
Contact Information

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淡江大學 資訊管理學系

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