Case Study for Information Management

Global E-Business and Collaboration: NTUC Income (Chap. 2)

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<table>
<thead>
<tr>
<th>週次 (Week)</th>
<th>日期 (Date)</th>
<th>內容 (Subject/Topics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>103/09/18</td>
<td>Introduction to Case Study for Information Management</td>
</tr>
<tr>
<td>2</td>
<td>103/09/25</td>
<td>Information Systems in Global Business: UPS (Chap. 1)</td>
</tr>
<tr>
<td>3</td>
<td>103/10/02</td>
<td>Global E-Business and Collaboration: NTUC Income (Chap. 2)</td>
</tr>
<tr>
<td>4</td>
<td>103/10/09</td>
<td>Information Systems, Organization, and Strategy: iPad and Apple (Chap. 3)</td>
</tr>
<tr>
<td>5</td>
<td>103/10/17</td>
<td>IT Infrastructure and Emerging Technologies: Salesforce.com (Chap. 5)</td>
</tr>
<tr>
<td>6</td>
<td>103/10/24</td>
<td>Foundations of Business Intelligence: Lego (Chap. 6)</td>
</tr>
</tbody>
</table>
週次 (Week)  日期 (Date)  內容 (Subject/Topics)
7  103/10/31  Telecommunications, the Internet, and Wireless Technology: Google, Apple, and Microsoft (Chap. 7)
8  103/11/06  Securing Information System: Facebook (Chap. 8)
9  103/11/13  Midterm Report (期中報告)
10 103/11/20  期中考試週
11 103/11/27  Enterprise Application: Border States Industries Inc. (BSE) (Chap. 9)
12 103/12/04  E-commerce: Amazon vs. Walmart (Chap. 10)
<table>
<thead>
<tr>
<th>週次</th>
<th>日期</th>
<th>內容（Subject/Topics）</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>103/12/11</td>
<td>Knowledge Management: Tata Consulting Services (Chap. 11)</td>
</tr>
<tr>
<td>14</td>
<td>103/12/18</td>
<td>Enhancing Decision Making: CompStat (Chap. 12)</td>
</tr>
<tr>
<td>15</td>
<td>103/12/25</td>
<td>Managing Projects: JetBlue and WestJet (Chap. 14)</td>
</tr>
<tr>
<td>16</td>
<td>104/01/01</td>
<td>開國紀念日(放假一天) (New Year’s Day) (Day off)</td>
</tr>
<tr>
<td>17</td>
<td>104/01/08</td>
<td>Final Report (期末報告)</td>
</tr>
<tr>
<td>18</td>
<td>104/01/15</td>
<td>期末考試週</td>
</tr>
</tbody>
</table>
Chap. 2
Global E-Business and Collaboration:
NTUC Income
Case Study: NTUC Income

Modernization of NTUC Income

1. What were the problems faced by Income in this case? How were the problems resolved by the new digital system?

2. What types of information systems and business processes were used by Income before migrating to the fully digital system?

3. Describe the Information systems and IT infrastructure at Income after migrating to the fully digital system?

4. What benefits did Income reap from the new system?

5. How well is Income prepared for the future? Are the problems described in the case likely to be repeated?

Overview of fundamental MIS Concepts

The Order Fulfillment Process

Sales
- Generate order
- Submit order

Accounting
- Check credit
- Approve credit
- Generate invoice

Manufacturing and Production
- Assemble product
- Ship product

A Payroll TPS

Employee Data

Employee/File Database

Payroll System

Payroll data on master file

Employee Number
Name
Address
Pay rate
Gross pay
Federal tax
FICA
Medicare
State tax
Net pay
Earnings (YTD)

To General Ledger

Management reports

To government agencies

Employee paychecks

Online queries

How Management Information Systems Obtain Their Data from the Organization’s TPS

Voyage-Estimating Decision Support System

Enterprise Application Architecture

Requirements for Collaboration

Collaboration Capability
- Open culture
- Decentralized structure
- Breadth of collaboration

Collaboration Technology
- Use of collaboration technology for implementation and operations
- Use of collaborative technology for strategic planning

Collaboration Quality

Firm Performance

The Time/Space Collaboration Tool Matrix

- **Same time (synchronous)**
  - Face to face interactions
    - decision rooms, single display
    - groupware, shared table, wall
    - displays, roomware,…

- **Different time (asynchronous)**
  - Continuous task
    - team rooms, large public display,
    - shift work groupware, project
    - management,…

- **Same place (colocated)**
  - Remote interactions
    - video conferencing, instance
    - messaging, charts/MUDs/ virtual
    - words, shared screens, multi-user
    - editors,…

- **Different place (remote)**
  - Communication + coordination
    - email, bulletin boards, blogs,
    - asynchronous conferencing, group
    - calenders, workflow, version control,
    - wikis,…

Is the iPAD a Disruptive Technology?

1. Evaluate the impact of the iPad using Porter’s competitive forces model.

2. What makes the iPad a disruptive technology?
   Who are likely to be the winners and losers if the iPad becomes a hit?
   Why?

3. Describe the effects that the iPad is likely to have on the business models of Apple, content creators, and distributors.

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。
References


- 周宣光 譯 (2011)，資訊管理系統－管理數位化公司，第12版，東華書局