

Chapter 8 - Organizational Information Systems

- Customer Relationship management (CRM) is an enterprise wide effort to acquire and retain customers, often supported by information technology. (Page 251)
 - Enterprise Resource Planning (ERP) is software that integrates the planning, management, and use of all resources in the entire enterprise. (Page 248)
 - Electronic Data Interchange (EDI) is a communication standard that enables the electronic transfer of routine documents between business partners. (Page 259)
 - According to Professor Ebrahimi, "Programming is POWER."
- How can you make your final work better? How can you make your final work publishable?
- Please try to use current references. Professional journals and academic journals are recommended.
 - SUNY Old Westbury has a writing center located in the library.
 - Ask the librarian for help using the Old Westbury research database accessible in the library.
 - Please use bold subtitles for main topics under the Old Westbury research database.

Module 6 Assignment - Write a one page paper about why managers should be acquainted with Research and Development.

November 10, 2009

Today's Class Plan

Module 6 – Chapter 8

From now on we want demonstrations from the managers in this class!

We want to do more hands-on work. For example next class Taiba, Khudija and Elizabeth are going to give us a presentation on Excel.

Every person that presents (it can be groups) will get 5 points

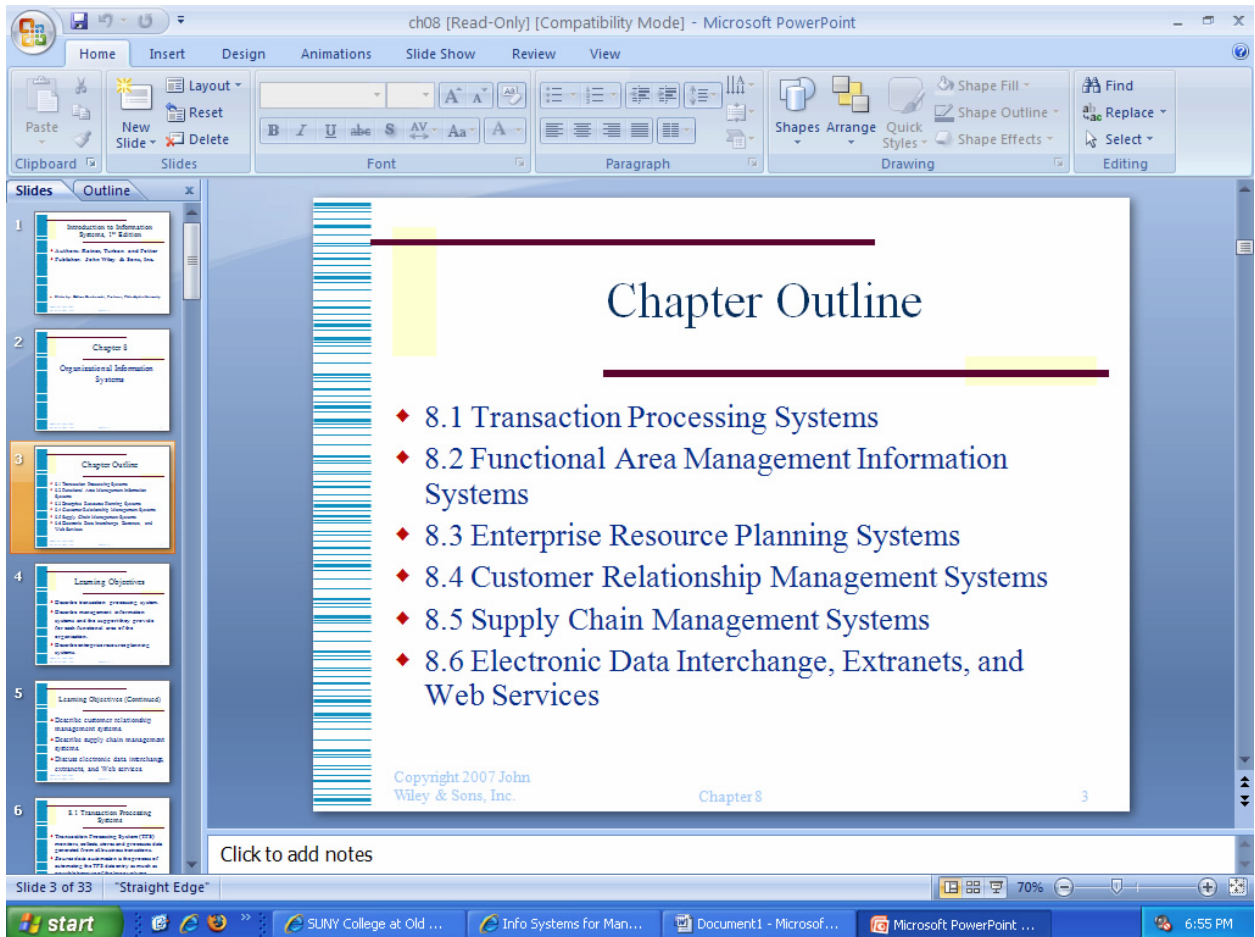
Every presentation must have 10 steps. Presentations can be on Excel, Power Point, Twitter, Facebook and/or MySpace, etc.

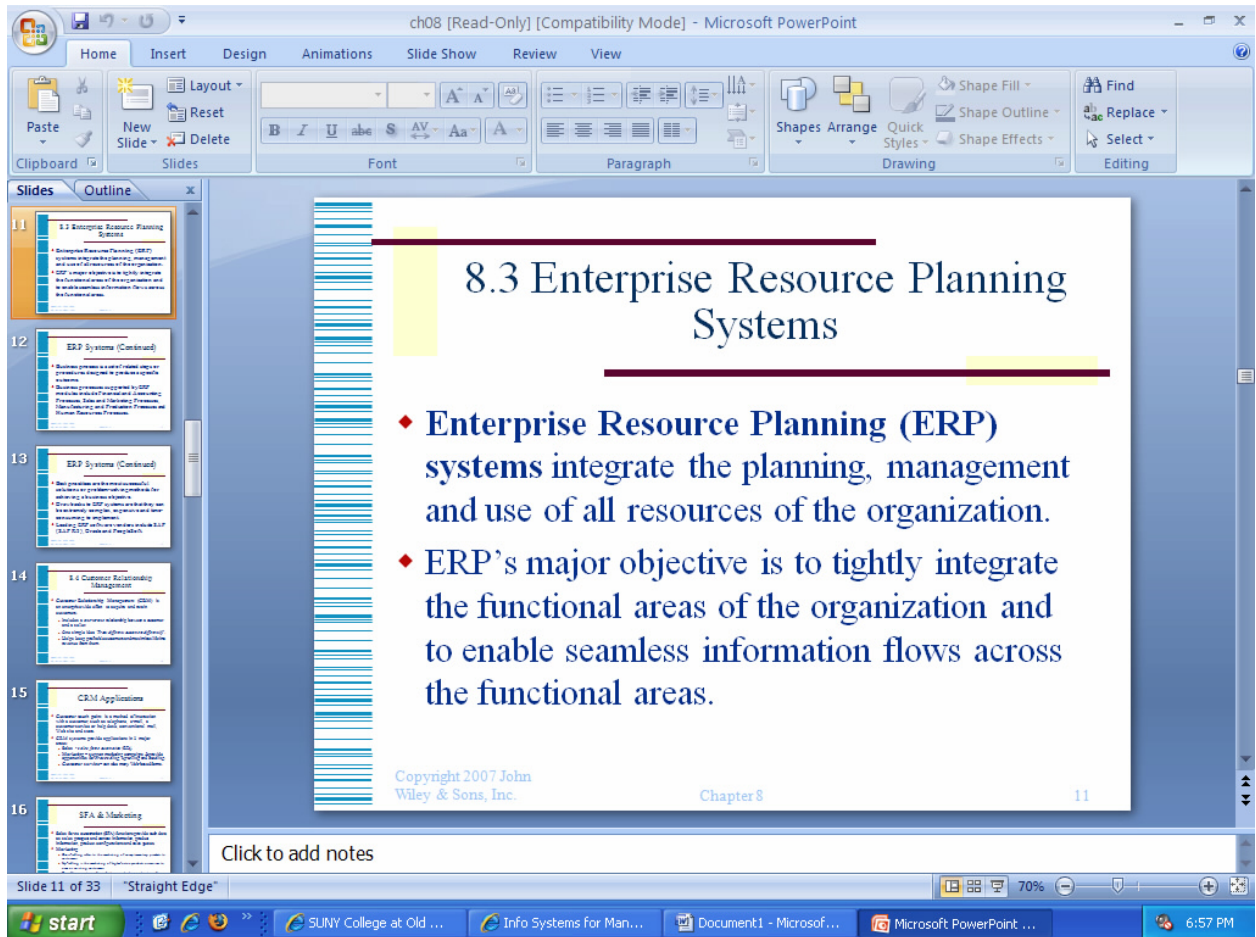
When preparing for the presentation ask yourself "What am I good at?"

Newspaper Article dated Tuesday, November 10, 2009

A student started a company in his dorm in California in 2006.
The company, AdMob, an advertising company, was just sold to
Google for **\$750 million!**

Professor suggested: Website where every exam given by
professors at Old Westbury would be posted.





How can you excel your FINAL report?

How do you get to Carnegie Hall?

ctstepcareercismis09 [Compatibility Mode] - Microsoft PowerPoint

Home Insert Design Animations Slide Show Review View

From Beginning From Current Slide Custom Slide Show Start Slide Show Set Up Slide Show Hide Slide Record Narration Rehearse Timings Use Rehearsed Timings Set Up Resolution: Use Current Resolution Show Presentation On: Use Presenter View Monitors

Slides Outline

7 Industries

8 Salaries

9 Computer Information Sciences Information

10

11 career opportunities

12 Career Outlook

Salaries

- The average salary for managers in the field of Management Information Systems is approximately \$100,000, according to the Bureau of Labor Statistics. The national starting salary for college graduates with a bachelor's degree in Management Information Systems is \$52,000, according to the University of Arizona.

Click to add notes

Slide 8 of 12 "Office Theme"

start how do you get ... Info Systems for ... Document1 - Mic... Removable Disk ... Microsoft Power... 7:19 PM

Microsoft PowerPoint window titled "cstepcareercismis09 [Compatibility Mode] - Microsoft PowerPoint". The ribbon shows the "Slide Show" tab with options like "From Beginning", "From Current Slide", "Custom Slide Show", "Set Up Slide Show", "Hide Slide", "Record Narration", "Rehearse Timings", "Use Rehearsed Timings", "Resolution", "Show Presentation On", and "Use Presenter View".

The slide content is as follows:

Industries

- According to the University of Georgia, individuals who work in the field of Management Information Systems can work in industries like:
- Accounting
- Consumer products
- Banking
- Technology
- Shipping
- Government

The left sidebar shows a list of slides (7-12) with thumbnails. Slide 9 is titled "Computer Information Sciences Information" and is highlighted. A tooltip for slide 9 reads: "Computer Information Sciences Information".

The bottom status bar shows "Slide 7 of 12" and "Office Theme". The taskbar at the bottom includes the Start button, taskbar buttons for "how do you get...", "Info Systems for...", "Document1 - Mic...", "Removable Disk...", and "Microsoft Power...", and a system tray showing the time as 7:18 PM.

HOW TO EXCEL YOUR FINAL PAPER

The following is an example of how Professor Ebrahimi evaluates his students:

Please look at the file attachment for the module 4th evaluation.

Best

Dr. Ebrahimi

Great work, I read your paper submitted in module 4 (midterm), and you have addressed many good points as why manager need to be acquainted with Information Systems and covered the issues under discussions. Here are my comments:

You need to add references from (possibly current one) Professional or Academic Journals in addition to the web pages. You can ask Old Westbury Business librarian (Mr. John) to help you.

Please generalize the final paper and look at the sample article as how citation is done. Please use a bold subtitle for the main topics under discussions. A little introduction in addition to your conclusion would be beneficial.

Some managers don't like to be taught directly, therefore define the topics indirectly. Your score is 90 out of 100 and I like the following from your paper.

Every main topic should have one reference, current reference

Be sure to add an introduction to your paper

***Do not introduce new topics or teach any new topics in your conclusion, remember**

“Managers do not like to be taught”*

November 5, 2009

Menu:

1. How do you do your research paper?
2. Review Module 6
3. Club meeting will be on Nov. 19, 2009 (Computer and Business Club, Online Society)
4. Reading from texts. We will be needing volunteers
5. Prof. Ebrahimi will be giving an additional 5 points to anyone who will be willing to demonstrate how to use Microsoft Excel, Programming, Front Page, Twitter, Myspace, Facebook, Web Design, Power Point, Advanced Word or you can speak with Prof. Ebrahimi (Presentation by using 10 snapshots pasted on Word or on Power Point)

How to research for your paper?

1. Study of manager's resumes? To study sometimes 5 is enough but 20 is a preferable size for a sample. You can view sample resumes by going on Google Images and search for "Business Manager's Resume." You can also go on Craig's List. (Click on New York, scroll down and click on Resume)
2. How do you evaluate a resume? (Managers in general)
 - **SET CRITERIA:** You classify and rate according to **7-10 criteria** such as Internet use, knowledge of database, Microsoft Office, programming, ethics, security, information systems, research and development, e-commerce, globalization, web design, etc. (Or you can make your own. Make a table and count how many qualify)
 - **EVALUATE:** Our job is not to hire but to study managers, to see what is wrong maybe they do not know enough to be qualified as managers.

Club Meeting

The club meeting will be on November 19, 2009 in room H208. Prof. Ebrahimi would like us to participate in the club meeting. He believes it will be beneficial for us. **There will be pizza and healthy beverages.**

The club is in need of officers.

Prof. Ebrahimi would like us to **"dress for success."**

All online students are invited to attend the meeting. It will be from 6:00pm-8:00pm.

Chapter 8: Organizational Information Systems

p. 253: Marketing

Cross-selling refers to the marketing of complementary products to customers.

Up-selling is the marketing of higher-value products for new or existing customers.

Bundling is a type of cross-selling in which a combination of products is sold together at a lower price than the combined costs of the individual products.

p. 255: Supply Chain Management Systems

Supply Chain refers to the flow of materials, information, money and services from raw material suppliers, through factories and warehouses, to the end customers. A supply chain also includes the organizations and processes that create and deliver products, information, and services to end customers.

The function of supply chain management (SCM) is to plan, organize and optimize the supply chain's activities.

p.251: Customer Relationship Management Systems

Customer relationship management (CRM) is an enterprisewide effort to acquire and retain customers. CRM recognizes that customers are the core of a business and that a company's success depends of efficiently managing relationships with them. CRM focuses on building long-term and sustainable customer relationships that add value both for customer and the company.

November 5, 2009

Today's Menu

1. How do you do research for your paper?
2. Currently reviewing Module 6
3. Reminder: club meeting will take place on November 19, 2009

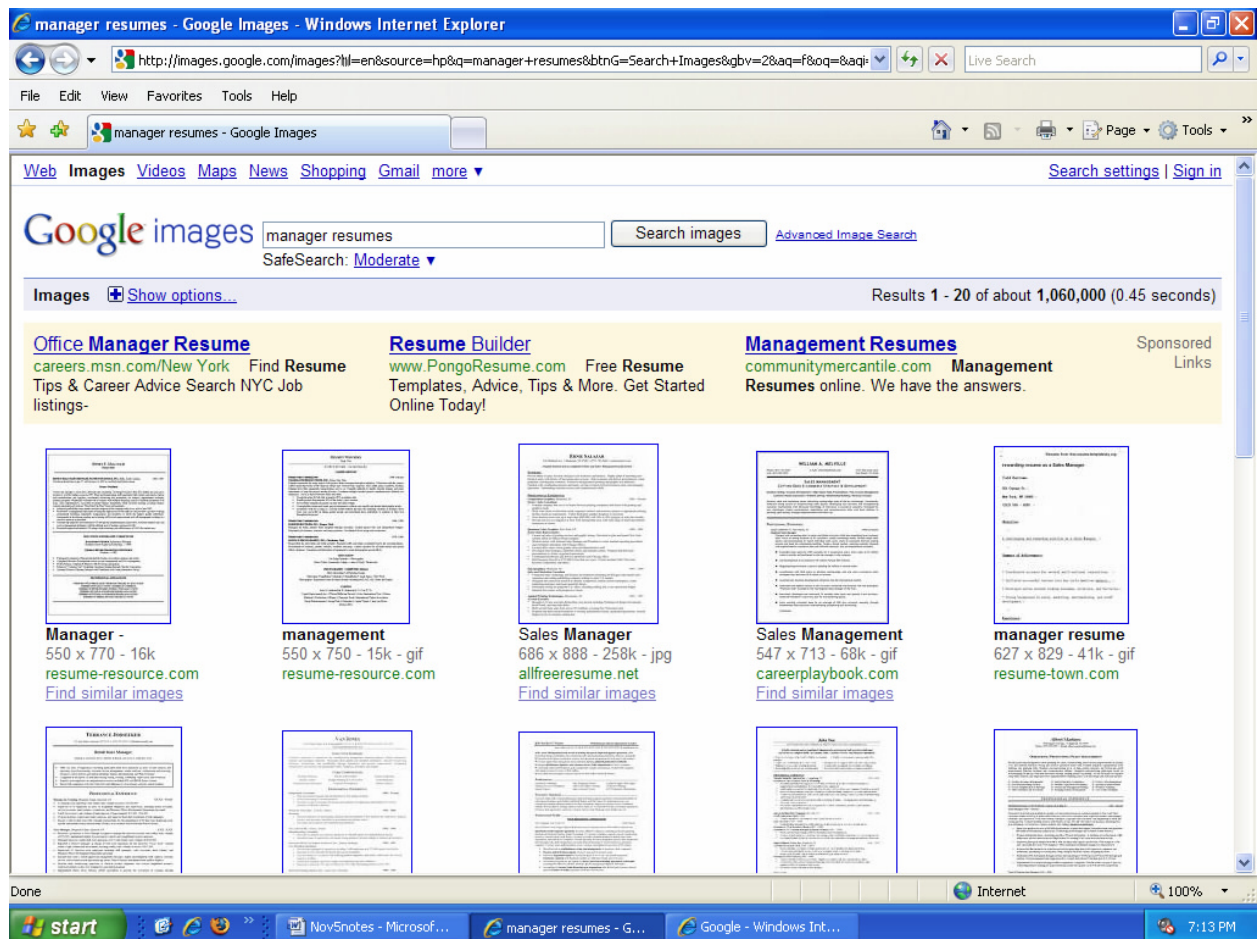
4. Readings from text. Will be calling volunteers!
5. Extra credit points (5) for demos on Excel, PowerPoint, Twitter, MySpace, Facebook, Front Page, Web Design, Programming, etc. You tell me!!!!...Helloooooooo!!!
These demos should be presented in 10 snapshots in Word.

How do you research for your paper?

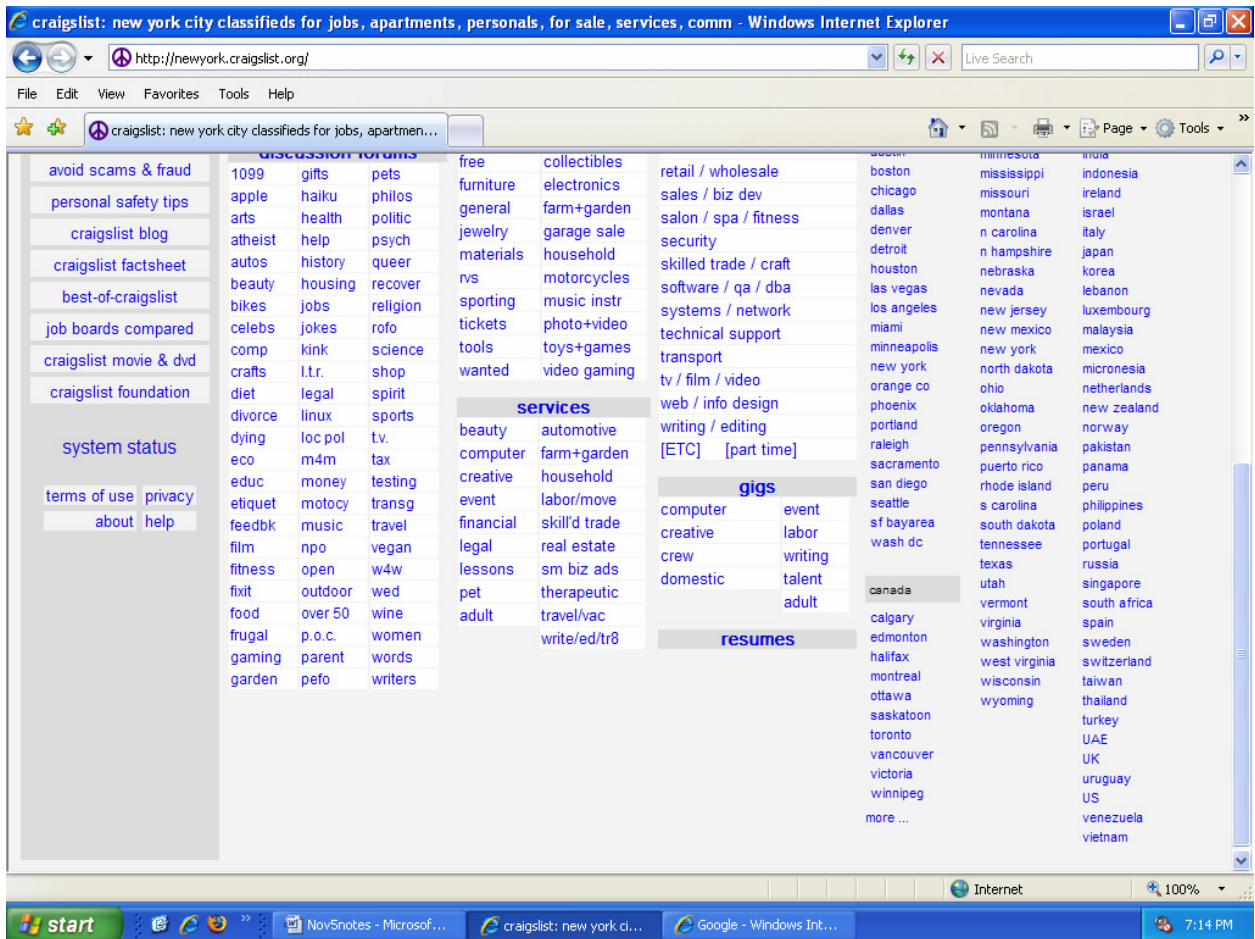
One way is to study managers' resumes. 20-25 is enough.

Where do we get the resumes?

Go on google.com and search manager resumes and click on Images.



Go on www.craigslist.com:



It is important to clarify your skills on your resume. (Especially Microsoft Office programs, web design, etc)

This class is a sort of Research and Development.

Set criteria between 7 to 10 resumes and evaluate them. Criteria such as understanding the

- web
- access