Introduction to Assignment

In this course, you have been learning the skills required to understand information systems from the viewpoint of a business professional. This assignment provides you with the opportunity to exercise these abilities.

Assignment Learning Objectives

- Demonstrate an understanding of why information systems are so essential in business today.

- Illustrate that you understand how to define an information system and propose a new system to a business in terms of technical and a business perspectives

- Demonstrate your understanding of IT infrastructures and the complementary assets required for information technology to provide value to a business.

Reading for Assignment

You should read the case study supplied and chapters 1 to 3 of the course recommended text before completing this assignment.

Marks for Assignment

You can obtain a maximum of 25 marks for each of the 4 questions that make up this assignment.
Case Study – Newlands Garages

Tony Newlands has been running Newlands Garages since 1980. It is a large garage in the centre of town and enables Tony Newlands to service or fix up to 8 cars at a time. Throughout the period the garage has been open, Tony Newlands’ wife, Beryl, has done all the administration. Beryl keeps the order books, the ledger accounts, customer accounts and details of all car repairs undertaken.

During the last few years, it has become more and more difficult for Beryl to do all the administration herself. New legislation has meant she is required to keep more detailed records, and since the business is on a higher rate of revenue she is also required to submit a Value Added Tax return.

Recently, Beryl has been diagnosed with a serious illness which will mean she can no longer do the accounts for Newlands Garages. After speaking with several friends, Tony Newlands has decided that the new person in charge of administration will want to use the latest in computer hardware and software. Furthermore, Tony himself will have to learn how to use the computer system so that he totally understands what is going on with his business.

Furthermore, Tony Newlands has decided to increase the size of the business by buying a plot of land next to the business and extending the garage’s main work area. This expansion of the business will require Tony Newlands to truly understand his customers’ needs in terms of car maintenance and customer relationship management. Tony Newlands also wants to use a computer system to produce promotional materials for the garage, and to print off customer invoices, receipts and other documents.

Finally, it is also important that the new computer system will allow Tony Newlands to connect to various suppliers’ systems so that he can check what components they have, and make orders online.
Questions

Tony Newlands has hired you to write a report answering the following questions:

1. Using your knowledge of Information systems and the information detailed in the case study Newlands Garages, write a 500-word report describing to Mr and Mrs Newlands what kinds of information systems can be used to manage and administer the garage.

   [25 Marks]

2. Using the information described in the case study, write a 500-word report that defines and proposes a new information system for Newlands Garages. The system must cover the accounting, administration, marketing and ordering functions of the business. Your report must describe the proposed system from a technical and a business perspective.

   [25 Marks]

3. Write a 500-word report explaining how using an information system will help Tony Newlands meet the objectives of operating the growing business, and get to know and understand his customers’ needs.

   [25 Marks]

4. Using your knowledge of hardware, software and human resources, propose a new information technology infrastructure for Newlands Garages. Ensure that the proposed structure has associated costs and covers all types of recources needed and should include a network diagram.

   [25 Marks]
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Introduction to Assignment

In this course, you have been learning the skills required to understand information systems from the viewpoint of a business professional. This assignment provides you with the opportunity to exercise these abilities.

Assignment Learning Objectives

- Define and describe business processes and their relationship to information systems.

- Describe the information systems supporting the major business functions: sales and marketing, manufacturing and production, finance and accounting, and human resources.

- Evaluate the role played by systems serving the various levels of management in a business and their relationship to each other.

Reading for Assignment

You should read the case study supplied and chapters 3 to 6 of the course recommended text before completing this assignment.

Marks for Assignment

You can obtain a maximum of 25 marks for each of the 4 questions that make up this assignment.
Case Study – The Government Homes Department

Government Homes is a government department that rents homes to families in need. The department is based in central London and employs 60 people who work directly with clients, helping them to find houses that meet their needs. The department is responsible for making sure that those in most need of a home are seen to first and that appropriate housing is given to each family. The department must also provide excellent personal customer service and support for families once they have moved in.

Whenever a family asks Government Homes for housing assistance, a full report is compiled on the family and the property they are looking for. This report includes a detailed description of the house they are looking for and the areas in which they want to live. The report also includes detailed legal checks to see that the family is entitled to be housed by the government. In addition the family are interviewed and are shown descriptions of potential properties.

When a family approaches Government Homes, they must also explain why they need a new home and what their exact requirements are for their new property. Families are asked not only what kind of property they are looking for but also what other types of property they would consider. Families are also asked what factors are most important in the property they are looking for and which factors are less important. All this information is written up into a client profile report.

Each morning, staff at Government Homes House carry out “property matching”: this is the process of trying to match families to properties they currently have access to. Each family’s profile is analysed and matched to properties that staff think might be considered by the families.

A visit timetable is then constructed and families are informed when it is possible to view new properties that staff at Government Homes thinks would suit the family.

When a family finds a property they wish to move into, they can arrange for a staff member to visit the house to conduct a detailed survey of all architectural features of the house and ascertain if any repairs need to be carried out.

Once a family has moved into a house, Government Homes will inform central government and file away all reports that were written up during the family move process and remove the house from all publicity materials and online websites.
Questions

1. Through analysis of the case study Government Homes, describe business processes used to complete the rent of a house and describe the information systems that should be used to support the major business functions of Government Homes. Your descriptions should be supported by diagrams. [25 Marks]

2. By applying your knowledge of different types of information systems and the case study Government Homes, write a 500-word report describing the different types of information systems you believe Government Homes is or should be using and provide examples of what they would be using each type of system for. [25 Marks]

3. At a recent board meeting it was decided that Government Homes would investigate the possibility of creating an online version of the business. Using your knowledge of the Internet, write a 500-word proposal outlining the advantages and disadvantages of Government Homes creating an online version of their business. [25 Marks]

4. Senior management at Government Homes has complained that the current way of working does not provide them with enough information to make good management decisions. Using your knowledge of the role played by different types of information systems, write a 500-word report that makes recommendations for a new information system for Government Homes. You should also provide five examples of how the system you recommended can generate information which can be used by Government Homes’ management team. [25 Marks]
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Introduction

In this course, you have been learning the skills required to understand information systems from the viewpoint of a business professional. This assignment provides you with the opportunity to exercise these skills.

Learning objectives

When you have completed this assignment, you should be able to:

- define and describe business processes and their relationship to information systems
- describe the information systems supporting the major communications business functions
- evaluate the role played by systems serving the various levels of management in a business and their relationship to each other.

Reading

You should read the case study supplied and Chapters 4 to 7 of the recommended text in the subject guide before completing this assignment.

Marks

You can obtain a maximum of 25 marks for each of the four questions that make up this assignment.
Case study: Bringing information systems to Bakely’s Hotels

Bakely’s Hotels are a family business that has run and managed hotels and guesthouses for over 100 years. During this time the family has run hotels in the traditional way and has used very few computer systems. Guests are booked in on paper and all services are done face-to-face. However, it has been decided that the Bakely’s hotel chain should modernise and use the latest technologies to provide customers with the highest degree of service.

Each hotel room will have a member of staff assigned to it who will be responsible for ensuring that the person staying in the room has all that they need. By using the computers available in each room, guests will be able to contact this member of staff throughout the day.

Although they have run hotels for many years, the Bakely family are unfamiliar with the ways in which computers can be used in their business. They now want their hotels and guesthouses to be as technology-enabled as possible. They have read about the idea of having a digital firm and think that if they can incorporate these ideas in to their business, then they can make a profit.

One of the important reasons for computerising their hotel and guesthouse chain is that they wish to have good communication systems and technologies. Each morning Mr Bakely wants to be able to speak face-to-face with the manager at each hotel. Furthermore, in order to keep costs down, staff training on issues concerning looking after guests will be done remotely, wherever possible.

The Bakelys think that if they invest heavily in information systems they will be able to achieve significant improvements not only in how they operate but also in how they interact with suppliers. They also think that through using computers they will be able to make decisions and ultimately survive in a highly competitive marketplace.

Although the Bakelys are new to using computers in the hotel business, they feel it is important that they utilise the data each hotel generates internally about guests and their requirements. They want to purchase a system that will allow them to make use of the data they collect and turn that data into useful decision-making and forecasting information.

Since the Bakelys know little about information systems and setting up a large business or computer systems, they have hired you to help plan their new business operation.
Questions

1. Write a 500-word report detailing how the Bakely family can transform their chain of hotels and guesthouses into an enterprise that can be described as a digital firm. In your report identify five of the major relationships that would need to be technology-enabled and describe the core business processes that would need to be accomplished through networks.

[25 marks]

2. At a recent board meeting it was decided that the Bakely family would investigate the possibility of investing heavily in information systems to meet their business objectives. Write a 500-word proposal explaining why the Bakelys are right to consider investing heavily in information systems and describe five strategic business objectives that could be met by making this investment.

[25 marks]

3. Write a 500-word report recommending five communications technologies in which the Bakelys could invest to insure the greatest level of communication between the different hotels in the chain. Make sure your recommendations include technologies that will enable Mr Bakely to be able to speak face-to-face with the manager at each hotel every day and also train staff remotely.

[25 marks]

4. Identify five kinds of data you think could be generated by Bakely’s hotel business and describe the process of turning that data into useful decision-making information. Also provide two recommendations as to what type of information system the Bakelys should invest in and why.

[25 marks]
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Learning objectives

When you have completed this assignment, you should be able to:

- demonstrate an understanding of why information systems are so essential in business today
- illustrate that you understand how to define an information system and propose a new system to a business in terms of technical and a business perspectives
- demonstrate your understanding of IT infrastructures and the complementary assets required for information technology to provide value to a business.

Reading

You should read the case study supplied and Chapters 4 to 9 of the recommended text in the subject guide before completing this assignment.

Marks

You can obtain a maximum of 25 marks for each of the four questions that make up this assignment.
Case study: The AKIE Clothes Boutique

Founded in 1970 by two school friends, the AKEI Clothes Boutique sells ladies’ high fashion to a discerning clientele. The customers of the store spend a great deal of money on high fashion and designer clothes. Mrs Jarvis and Mrs Jones, who live in London, have been running the business for the last 10 years and have been making good profits. Mrs Jarvis is responsible for buying the clothes from across the world and often travels to see suppliers herself. Mrs Jarvis also designs and makes clothes and organises their manufacture for the boutique. Mrs Jones is responsible for the shop itself and also organising staff who work at the boutique. When the boutique was first opened 10 years ago it was completely manual and all work was done without computers. Since then things have changed. Mrs Jarvis has attended a computing course and learned how to use spreadsheets, word processors and presentation packages. Mrs Jones has bought herself an electronic till for the shop and also a small computer for stock control.

In the last three years the business has grown so much that they have had to take on several new members of staff to help out. These employees serve customers, work in the stock room and dress the boutique window.

Last week Mrs Jarvis received a call from Lewis John Ltd, one of the largest department stores in England. The manager explained that he would like to stock designs from the AKIE Clothes Boutique is the department store and that they would also like Mrs Jarvis and Mrs Jones to make some clothes exclusively for them.

The amount of clothes they want to stock is far in excess of what can currently be made by Mrs Jarvis and Mrs Jones. It is clear if they want to take up Lewis John Ltd offer they must now move the business to new premises and install new information systems.

If Mrs Jarvis and Mrs Jones accepted the Lewis John Ltd offer as it would mean their business could really grow. However, Mrs Jarvis and Mrs Jones have realised they would need a lot of help expanding their business. Since Mrs Jarvis and Mrs Jones know little about information systems and setting up a large business or computer systems, they have hired you to help plan their new business operation.
Questions

Mrs Jarvis and Mrs Jones have hired you to write a report answering the following questions.

1. Using your knowledge of Information systems and the information detailed in the case study, write a 500-word report describing to Mrs Jarvis and Mrs Jones what kinds of information systems are used in businesses today and why these systems are so essential to businesses. [25 marks]

2. Using the information described in the case study, write a 500-word report that defines and proposes a new information system for producing the exclusive range of clothes for Lewis John Ltd. Your report must describe the proposed system from both a technical and a business perspective. [25 marks]

3. Using your knowledge of hardware, software and human resources, propose a new information technology infrastructure for the AKEI Clothes Boutique. Ensure that the proposed structure has associated costs and covers all types of resources needed. It should include a network diagram. [25 marks]

4. The AKEI Clothes Boutique is considering investing in a new information system to help them manage their relationships with suppliers. Describe the supply chain from source for one of the AKEI Clothes Boutique’s designer outfits and explain how a supply chain management system can be used by AKEI Clothes Boutique to manage the firm’s relationship with suppliers. [25 marks]
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