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# Course Project

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IT 201: Introduction to Information Technology

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## Introduction

This course project document covers the fundamental objectives of managing and directing a business. This paper contains subjects of information technology and how it blends into business management, intelligence, collaboration, competitive advantage, operational excellence, and customer intimacy. Pearl Event Services is an event planning business that I have created and described everything that will be used from information systems, our online business (e-business), ethical and social principles/standards, IT infrastructure, telecommunications, securing my business from hackers to decisions making in my business. All these topics are vital to every business owner as they make proper decisions that should be considered for all the major responsibilities companies have to stay competitive and ensure customers are satisfied with their products or services.

## Information Technology Aspects of the Business

### Business Information Systems in My Business

If I were to pick a specific business to be the owner of that I would want to create and make successful, it would be an event planning business for weddings, parties, work functions, etc. This specific job is a management job that I personally would be interested in because I always want things to be perfect if not close to however my clients want. Some information systems that I might have in my business would be an event management software that would have tools to help me communicate with my clients, have tons of options for games, color pallets, theme ideas, etc. I think the main part of my business would be for the client to feel comfortable creating their own event and certainly if they ran into any problems or they just did not know what they wanted, I would help virtually up until the day of the event where they

**Commented [VSF1]:** This software includes tons of tools for venue owners to utilize for directing and running their business. For example, they range from solutions to help manage bookings, events, clients, and communications.

**Commented [VSF2]:** Virtually, meaning though a computer or computer network.

would not have to do any physical work. They would just arrive at their party, function or wedding and enjoy the event with their guests with no stress.

My business problem-solving solutions would rely on the four-step process in our Chapter 1 presentation and course textbook. My thought process for solving problems in my business would be identifying any problem that any of my clients may run into whether it be the application platform that they are using to create their event or if they simply don't know what they want or how to envision their event, I would help virtually mostly, and over the phone. A solution design would entail brainstorming a bunch of different ideas for my client if they do get stuck on planning their event. A solution evaluation and choice would include fees for improving the event planning app and adding new features as my team and I come up with them to make it as easy as possible for people to navigate through it. Then lastly, implementation would contain paying for professionals to help with any problems on the event planning app, testing out the new solutions along with informing and training my team on any new improvements and most importantly hearing feedback from my team and clients on how much they like or dislike it. There will always be problems in any business career but having a sturdy problem-solving process that you can rely on is vital for a successful business.

#### Global E-Business or Collaboration

Regarding my event planning company, there will be business functions and processes like every business has, making customers aware of the service we provide will be the top goal. I will use social media and social business to spread what we offer as a business and identifying customers will be carried out with this. This will be a huge part of the sales and marketing goals so we can sell our services to those that need event planning. The finance and accounting function of the business will include creating financial records for all clients and employees, like

**Commented [VSF3]:** A service that application programs rely on for operations.

producing invoices for example. The human resource's function will include hiring new employees for my team if needed, assessing their performances and if possible, enrolling them in benefits plans that are covered under the business.

Like I said in the previous assignment, I will use an event management software and app for my clients and employees to get the service done and help clients with it. The software part would be for my team and I to contact vendors for example and order supplies for events. The app part of the information systems would be for my clients so they can personalize their event that will help them vision their event clearly and effortlessly. On the app they can also contact me or my team to help assist if they run into any problems. Collaboration and social business will be a key part of my business that strives to be the best and the cheapest of all other competitors but also to work with other event planners that have the same goals and visions as I do. The biggest part for collaboration and teamwork will be involved in marketing to promote the business and to reach the most people they can on social networking platforms. Having a presentable business page on main social media apps like Facebook and Instagram is necessary since that is where most customers will first hear about us and can also download our app to see how easy it is to navigate and plan their event.

**Commented [VSF4]:** An online platform that enables users to create a profile and interact with other users.

#### Achieving Competitive Advantage with Information Systems

A value chain model includes primary and support activities along with benchmarking and best practices and all businesses have and conduct these activities daily. The value chain model finds certain, vital points where a firm can use information technology most efficiently to boost its competitive position. For my event planning business specifically, a value chain model would identify marketing opportunities in the primary activities for the information systems that drive my business. By collaborating with other event planners and doing research on how others

promote their business in general would be a specific activity where competitive strategies can best be applied.

A value chain model would show opportunities for the information systems that drive my business not just in primary activities, it would and can present opportunities in every part of the value chain model. It might show me that in order to have the best **inbound logistics** for automated warehousing systems, I must change the kind of information systems that I already have to have the most efficient inventory management possible. Sales and marketing in primary activities would have to always have the best and most secure computerized ordering systems to keep customers coming back because of reliability and to have more and new customers try out the services that I offer. A value chain model would present and show me how well of a relationship I have with my suppliers and customers as well and if it's not what I would like to see or envision for my company, it allows me to improve and change my business process management.

#### Ethical and Social Issues

Every business, firm, or enterprise should have ethical principles otherwise people or other companies can take advantage of that business and their success or innovation and can say they have ownership of such product or service when really, they stole it from someone else. I will use ethical principles in that way so that my ideas and designs are not stolen and not used on my behalf without proper permission. My event planning business will inherit ethical principles similar to the **Risk Aversion Principle**, the **Utilitarian Principle**, and the Ethical "No Free Lunch" Rule. My business will hold honesty, fairness, respect, and accountability towards clients, team members, and suppliers. If everyone in my business upholds those ethical standards then it will be a healthy, positive, and easy communication work environment.

**Commented [VSF5]:** The process of materials and other goods entering into a company. It includes steps to order, receive, store, transport, and manage incoming supplies.

**Commented [VSF6]:** The tendency of avoiding and having a low risk tolerance.

**Commented [VSF7]:** An ethical theory that decides right from wrong by focusing on the outcomes. It focuses on the choice that will produce the greatest good for the largest amount.

## IT Infrastructure: Hardware and Software

There is no doubt that computers and information technology are a definite advantage to businesses today, but every business is different, and they all use different types of computers to complete their objectives. In my event planning business, I will use personal computers and mobile devices but also use servers to share data and resources to those devices. I believe an application server would best suit my company's needs so the server can host my event planning application. A mobile application is mainly what my business will strive on because it will offer easy accessibility, navigation, and it will be free to download on all mobile operating systems.

It will be an app that no one will remove after they use it just once because there will be so many more events that they will want to create for every occasion! The app will be free to download like I mentioned and then they will pay for the services that my team and I will offer for a client's event. They will first pick what the occasion is that they want us to put on for them and their friends, family, or co-workers. Next, they will choose a time and day, how many people will be at the event, and what formal wear they want people to arrive in. Then, they will pick if they want food and drinks to be catered to the event, they can choose if they want some type of music to be performed like a DJ, band or simply just a playlist of their favorite songs or songs for the occasion.

They can even go on to have add-ons like invitations to be sent out prior to the date, table decorations, name cards, balloons, picture station where they can have a professional photographer there at the event. They can pick goodie bags to be handed to everyone as they leave the event as well. It will be customized to how ever they want, there will be close to no exceptions because if I'm being honest with myself, I can't hire a celebrity or music artist to come to the party. But that will be my end goal to get that popular and known so even clients that

**Commented [VSF8]:** A server that hosts apps or software that delivers a business app through a communication protocol.

want and have the money to afford a specific music artist to perform at their birthday party then I certainly can make it happen.

## Business Intelligence

Without databases it would be extremely difficult to keep track of supplier data and every part that a business orders to make their products or services complete. With that being said, for my business, Pearl Event Services, I will leverage the use of databases to track customer data, data from the services we provide, and order history data. I will inherit a cloud database where all my records will be stored and keep a backup copy in case anything were to happen to my account in the cloud. Benefits of cloud databases include the reduction of runtime costs of applications and how it streamlines operation of workloads with a fully independent database.

Amazon Web Services offers cloud database services with **NoSQL** and **relational databases**. Relational database will be the foundation of my business in which I will use to keep track of every supplier, vendor, and customer that I do business with along with order history/sales. Relational databases use tables to organize important data. Those tables consist of columns and rows and are linked to IDs or keys which will make it easier when I need to access a specific type of data. This database ensures that all users internally and externally see the same data and most importantly, I can quickly compare and analyze the data in the table because of how it is arranged. If there are any problems concerning services, vendors, suppliers, customers, or orders I can access the relational database to easily find the information needed and come to a solution faster and relational databases make that possible.

## Telecommunications, the Internet, and Wireless Technology

Businesses benefit from the Internet, telecommunications, and wireless technology that gives enterprises an easier and faster way of communication with suppliers, customers, and

**Commented [VSF9]:** A database that provides a mechanism for storage and retrieval of data.

**Commented [VSF10]:** A database that stores and provides access to data points that are related to one another.



employees. Pearl Event Services will use the Internet and telecommunications like email and instant messaging to be able to get in contact with vendors and entertainment services. I will use the Internet to find the best places to order food and drinks, party supplies, table décor, possibly furniture, and security services for my clients. With the Internet I can also research other event services to see what they charge their services for and what kind of telecommunications they use to communicate with their business partners. I can conduct research on how to better promote my business through social media, find new clients, and make the app that my customers use to customize their events easier, all on the Internet.

#### Securing my Business from Hackers

If security measures aren't put into place and aren't used correctly for a business or organization then the enterprise is open and prone to attacks with the possibility of losing all data including trade secrets. For Pearl Event Services, I will have training courses for all my employees so they can detect **phishing** emails or any social engineering attacks that they are susceptible to. These training courses are valuable to not only my team and I but for our customers because if any employee were to accidentally give out any login credentials to our business's server or email, for example, then any or all my customers could be a victim of identity theft. There will be strict policies and procedures and I will mandate everyone to read and sign documents, as well as if anything were to be changed or be updated so I know that every employee knows what the penalties are if they aren't followed through, and this is to prevent internal threats.

Methods to deter hackers in my business include **patching** any bugs on our systems immediately so that no **vulnerabilities** are left open for malicious users or intruders to exploit.

Security and control will be one of the top priorities as well to prevent any data from getting lost

**Commented [VSF11]:** When an attacker sends malicious emails designed to trick people into falling for a scam, usually to get them into revealing financial credentials.

**Commented [VSF12]:** Keeps hackers out of your system.

**Commented [VSF13]:** Weaknesses or errors in a system.

or stolen and there are no liability issues. Identity management software will be in place so that only authorized employees can access business information as well as implementing password policies by changing and updating work passwords every two weeks.

#### Achieving Operation Excellence and Customer Intimacy

Customer relationship management is essential for businesses to know their customers and to gain more customers based on the data from consumers that buy the products or services of the company. CRM systems are known to acquire and incorporate customer data from all over the organization. Pearl Event Services will inherit a CRM system to obtain exceptional relationships with all customers. CRM system would be used in all departments of my business including sales, marketing, and customer service. CRM systems will allow me to adjust my business data management related to my participants, to handle reservations, to measure performance of my events, and to manage different contacts or customers on the same system. CRM systems among others like PRM and ERM will be important systems to help my business strive and be the best it can be from other event planning competitors.

#### E-Commerce: Which products will be available through my online store?

E-commerce gives companies an advantage by allowing them to sell products or services on the Internet that reaches a bigger scale of audience or individuals to conduct business transactions. Pearl Event Services will use e-commerce to expand the company, to stay competitive, and to lower costs. I will use e-commerce to list my services online so more people can see what services we offer, social media will be key for e-commerce since it is a platform that I can share content and pictures from previous services and it will let customers be able to contact me through email, download our Pearl Event Services app, go directly to the company's website, and be able to let customers share their experiences as well. This will allow me to

analyze customer behavior on social media sites or on the company's website, get a feel for how they view and navigate through it, how I can improve the sites for customers to access it with ease and schedule their events faster without any hassle. E-commerce will help my business save money and time, letting customers conduct transactions online.

#### Decisions Making in my business

In my business, I would structure decision-making levels in my business by grouping specific employees in either strategic, tactical, or operational decision-making based on what their objectives are. "In the strategic level, these employees will be working on long term and substantial impact decisions. They would work on budgets, audits, sale of the company's assets and other long-term strategies. In the tactical level, these employees will be focusing on medium term impact and implementing directors' strategy. Sales and marketing strategies and work assignments given to particular groups will be of interest at this level. In the operational level, these employees will be focusing on the day-to-day decisions that have a short-term impact on the company. Tasking specific training, buying basic supplies and equipment, and assigning tasks to specific employees will be the responsibility of this level" (Smith, 2022).

Augmented reality is beneficial in event planning businesses due to having the ability to see how table decorations would look at an event for example and being able to plan out important tasks for events that enables the client to see how it would look before continuing with those plans. AR would allow clients and customers to see how something would look in a real world setting for an event they want to host and not wonder or worry about if it doesn't fit to their expectations as planned. With AR, users can control their presence in the real world, and it can be accessed with a smartphone. Pearl Event Services would use augmented reality for those circumstances where clients aren't sure if they want a specific color or if they aren't sure a

**Commented [VSF14]:** Integration of digital information with the user's environment in real time that is interactive.

specific theme would fit well for their party. When clients are not sure if a photo booth would fit in the venue, they can use augmented reality to solve those kinds of problems. In simple terms, AR allows individuals to add or remove virtual elements to their reality in a physical space. AR creates a real-life experience and allows every user in the room to see and experience the same images which results in collaboration and engagement for everyone involved.

#### Managing my business through Agile project management

For Pearl Event Services, I would build the information systems that will drive my event planning business by figuring out the business' needs, system analysis, design, implementation, testing and maintenance. First, naming the problems and challenges the business faces will be the key to building an information system. My team will look for opportunities to address those challenges in the business. After identifying the business needs, problems, and potential system solutions, we will evaluate the solutions at hand and think about how this system would aid us in reaching our goals. Once a solution is selected, we will design an implementation plan for the information system.

#### Conclusion

In conclusion, this paper has covered the main topics of establishing, directing, and organizing a business. From picking a business to start up one day and covering every subject area from business information systems in my business to managing my business through agile project management and every topic in between has been discussed. Business problem-solving solutions, business functions and processes, collaboration and teamwork, social business, value chain model, ethical principles, hardware and software, databases, the Internet and telecommunications, methods to deter hackers, CRM systems, e-commerce, decision making in my business, to building the information systems that will drive my event planning business,

Pearl Event Services, were all explained in detail throughout the course of this project. This paper has laid out a foundation for principal issues that revolve around any type of business no matter what kind of products or services it offers.

#### References

Smith, D. A. (2022, December 19). *What I Learnt from a Bar About Decision Making & Leadership*. Making Business Matter (MBM). Retrieved March 31, 2023, from <https://www.makingbusinessmatter.co.uk/decision-making-bar/>