

COURSE PROJECT 1

Course project

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Introduction

In the past 5 weeks I have learned a lot about operating a business. The things that I have learned will help me be successful in life no matter what I decide to do. From the aspects of a business to the ethical parts of a business it will all come together and help me run a business or understand why my boss is making the decisions that he is. If I were to have a business, it would deal with the electric car industry because there are really only two successful businesses in that field. I feel like I could succeed over time because nothing comes over time.

Course project

Throughout the course I have typed paragraphs to create a course project for the end of the semester. This class has taught me a lot about business and how to run one. I have made a business around something I already do and love and that is being a DJ. I hope you enjoy what I have written, thank you.

Information Technology Aspects of the Business

After doing research some information systems that might leverage my business are transaction processing systems, customer relationship systems, and business intelligence systems. Having a good transaction processing system would be great because it would make sure transactions are smooth and efficient giving the customer satisfaction and feedback to my business to see what people like the most. Customer relationship systems would also be helpful because it would track what customers buy activity and be able to give feedback to my business for future updates and solutions. There are many more great systems I would use but the last one I am going to talk about is having a business intelligence system to always be predicting where the business is headed in the future and sales patterns. That would be the system my business would have to stay on top and competitive in the industry.

Global E-Business or Collaboration¹

Some of the main processes I would have in my business would be demand to supply, order to cash, and concept to product. Demand to supply is probably one of the more important ones because if I were to create a product and no one wants it then it would have to go on sale and my business would lose money. Order to cash is another really important one because the process system needs to be quick and smooth so customers can get their product quickly and my business can get their money quickly.

Achieving Competitive Advantage with Information Systems.

A value chain model would identify opportunities in my business because it would help bring important activities that I didn't know were needed to light. It would quickly deliver to customers. It would also teach me how to get rid of the product once the end of its life.

Information systems would help me by documenting everything that gets done to see where there is a lack of progress. Information systems would also allow me to track shipments when things need to be shipped out, like where is it going? Who is it going to? Or how long did it take?

Ethical and Social Issues.

I will apply ethical principles to ensure that my work environment is safe and not toxic. All principles will be applied but the main ones will be the no free lunch, risk aversion principle, and the golden rule. The no free lunch rule is important so the company doesn't lose money on food sales, also people would abuse free food like taking plates home and stuff so no. the risk aversion principle is important because my company does not have time for making costly decisions and creating harm. The golden rule is another important one because I would never want a toxic work environment where people treat each other with disrespect. I would love for people to treat others how they would like to be treated.

IT Infrastructure: Hardware and Software.

The various computers I would use for my business would be for sure Macs because they run so smoothly, but I would also have many Linux based computers as well because if so, code must get typed up then that can get out of the way. There would be only workstations where people come in and log on, but I would also allow sign on from home because I get that life happens and people can't come in every day. If my business was mobile, I would make sure there

would be a team of people that would check in on the people who are mobile and not at headquarters. By using emails, phone calls, video chats, and monitoring work productivity to make sure everyone is getting things done.

Business Intelligence

I would leverage the use of databases to track the data in my business by using customer reviews, email marketing, and website visitor tracking. Customer reviews would make what I need to improve on way easier because I'm collecting data from the people who buy. Email marketing would be useful as well because it would keep people updated and let them know what's to come, it would also show me who's interested in buying what. Website visitor tracking would also be useful because it would allow me to gain access on anonymous visitors.

Telecommunications, the Internet, and Wireless Technology

I would leverage the use of telecommunications by promoting my businesses' socials, keeping my customers loyal, and keeping it all loyal. Also by hosting big events so everyone can connect. I would leverage the internet by building a very good website and using the power of social media to help reach more people. I would leverage the internet by making sure the bandwidth is strong all over the building so people can get work done wherever on the premises. Also this will all help connect employees together so that they can chat via video or email whenever.

Securing my Business from Hackers

Some security measures I would have in my business is to have a CCTV room, lock away devices, and malware detection system. Having a CCTV room would help monitor all grounds of the business. Lock away devices is another important one because employees cannot steal information and put it on their device. A malware detection system would also be very much

needed to make sure all computers are safe. Malware detection is very important because everything is on computers these days.

Achieving Operational Excellence and Customer Intimacy

I would use CRM in my business by making sure customer care comes first. The public relations of my company will always be seen as a good company. Always making sure customer loyalty is good as well, it is always nice to see some regulars. Another is to make sure the databases are always up to date so that people can check on their things. Also to make sure things are documented like everything.

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

I would use e-commerce in my business by sending out newsletters to people on an email list, creating good content on social media, and having an easy and fun website. The newsletters are important because those on the email list can get access and become aware when new products come out. Creating good content on social media is also a good one because it will leave a good impression on people so that they would come check out the website. Having an easy and fun website is also a good one because people should be able to purchase things quickly rather than trying to figure out where to go. All those things would be very good in my business model and I can see my business going far.

Decisions Making in my business.

Some ways to use augmented reality in a business is to have some sort of test before you buy. Especially in the early design stages this can be useful to get feedback. I would structure decision making through steps like identifying the decision that has to be made. Then I would gather good and useful information, then find alternatives. Next I would choose the best evidence, and then make the best decision. Structured decision making would help with

augmented reality because it could help me understand if the decision was right. Like if it was too early to send out or is it just not good enough.

Managing my business through Agile project management.

I would build the information systems by making sure the software applications are user friendly. I think that is probably one of the most important factors when it comes to making information systems. Some other major components could be having a purpose plan and good management strategies. I would make sure to have effective management strategies by making sure the managers are some real thorough people. Overall though when it comes to building an Information system it is very important that all software and hardware is up to date.

References

Cobb, Stephen IT Assignment 1

Cobb, Stephen IT Assignment 2

Cobb, Stephen IT Assignment 3

Cobb, Stephen IT Assignment 4

Cobb, Stephen IT Assignment 5

Cobb, Stephen IT Assignment 6

Cobb, Stephen IT Assignment 7

Cobb, Stephen IT Assignment 8

Cobb, Stephen IT Assignment 9

Cobb, Stephen IT Assignment 10

Cobb, Stephen IT Assignment 11

Cobb, Stephen IT Assignment 12