

# Topics

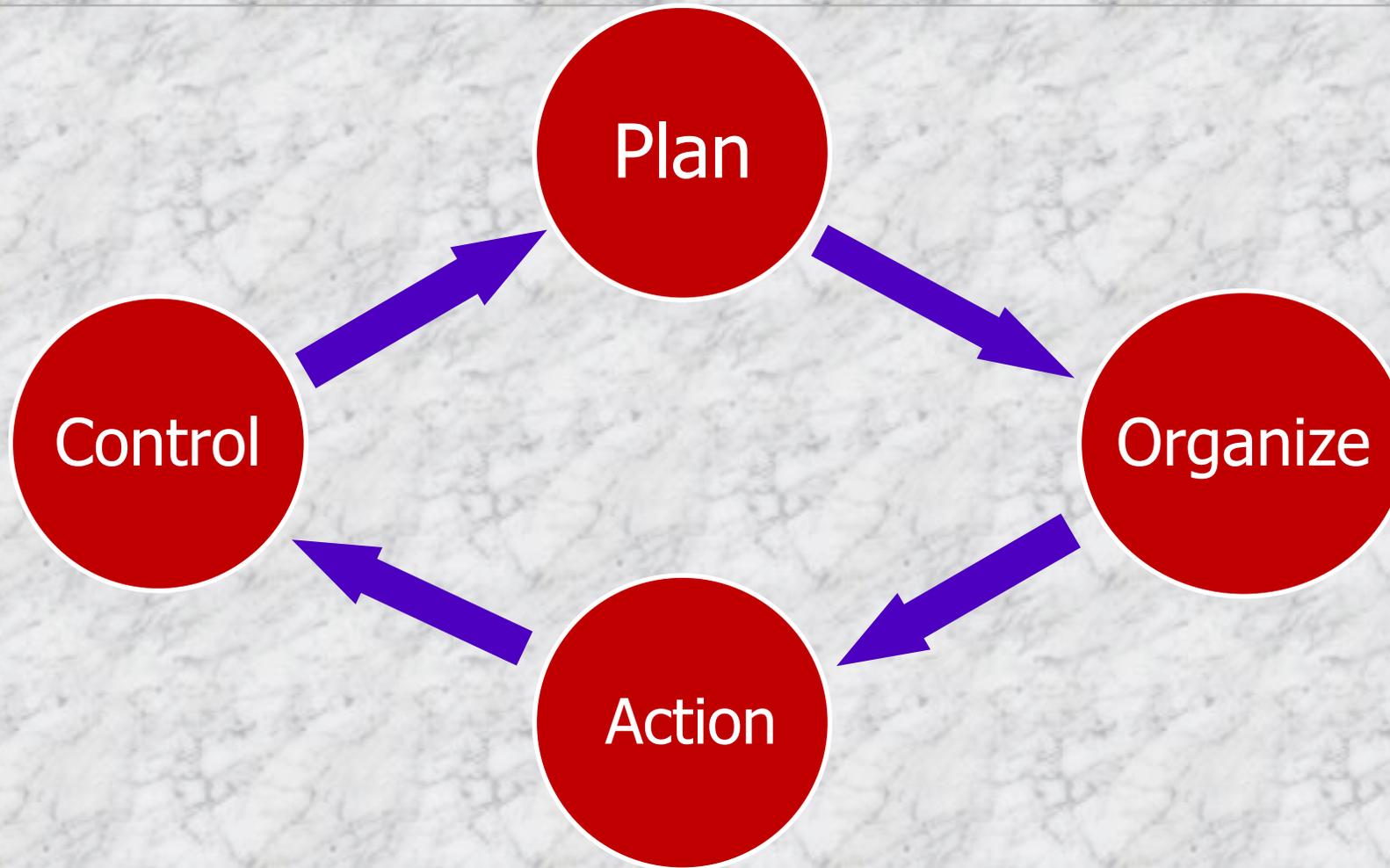
- Course Basics
- Information Technology (IT)
- Information Systems (IS)
- Nature of Technology & Work
- **People/The Organization**
- Data/Data Bases/Data Analysis
- Information
- Communications

# People

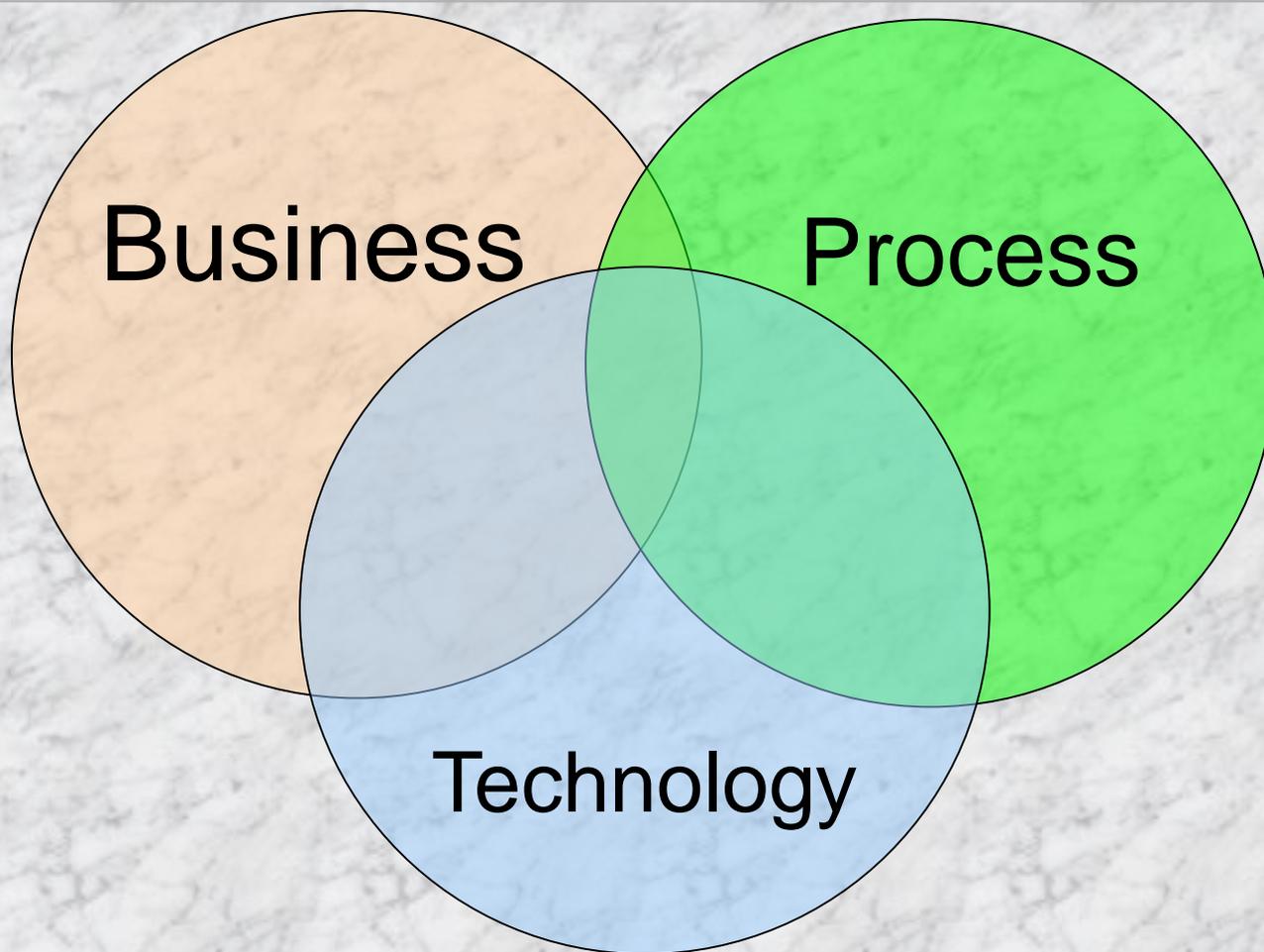
Information Consumers



# Organizational Behaviors



# People Competency



# People Competency

- ❖ **Business** – What We Do
  - ⑦ Products and services, people, management and organization
- ❖ **Technology** – Tools
  - ⑦ hardware, software, communications
- ❖ **Processes** - Methods
  - ⑦ Process Integration, critical thinking, problem solving, development methods

# Critical Thinking

The art of analyzing and evaluating  
thinking  
with a view to improving it

# Critical Thinker

- ❖ Raises vital **questions** and problems, formulating them clearly and precisely;
- ❖ Gathers and **assesses** relevant information, using abstract ideas to interpret it effectively;
- ❖ Comes to **well-reasoned conclusions** and solutions, testing them against relevant criteria and standards;
- ❖ Think **open mindedly** within alternative systems of thought, recognizing and assessing, as need be, their assumptions implications, and practical consequences; and
- ❖ Communicates **effectively** with others and figures out solutions to complex problems



# Information Systems Users

## ❖ **Categories**

### ○ **Casual Users**

- Workers
- Supervisors
- Clients/Vendors

### ○ **Functional Users**

- Managers
- Leaders (pm, tc, etc)
- Other Professionals

### ○ **Viewers**

- Executives
- Top Level Managers

### ○ **Super Users**

- Analysts
- Knowledge Workers
- Systems Professionals

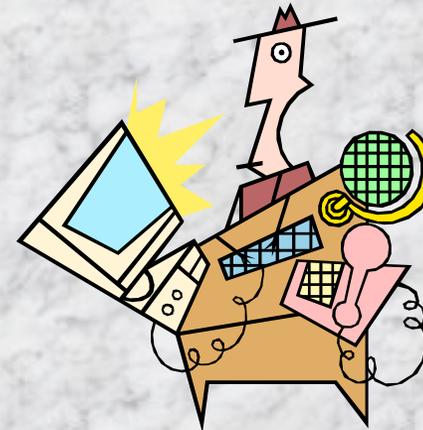
### ❖ **And Others**

# Information Users Need

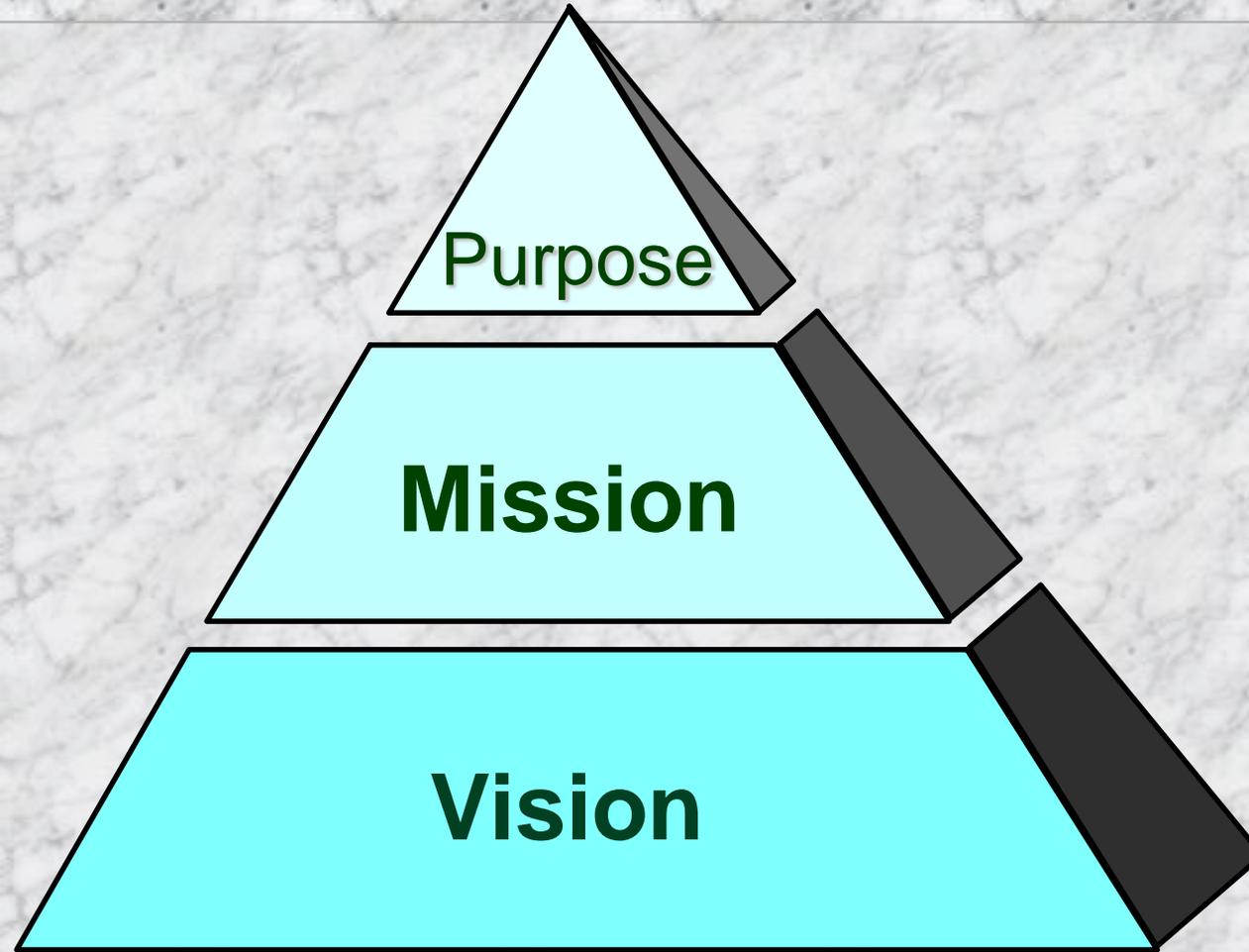
- ❖ **Static** - online or printed
- ❖ **Data Access** with **Interactivity**
- ❖ To enter **parameters** to achieve high-level research and analysis
- ❖ Ability to develop their own ad hoc **queries** and **OLAP** analysis
- ❖ Ability to develop and manage BI **application(s)**

# The Organization

- Organization Structure
  - Operational
  - Tactical
  - Strategic
- Users & Flow of Information
- Information Systems and Society



# Organization Pillars



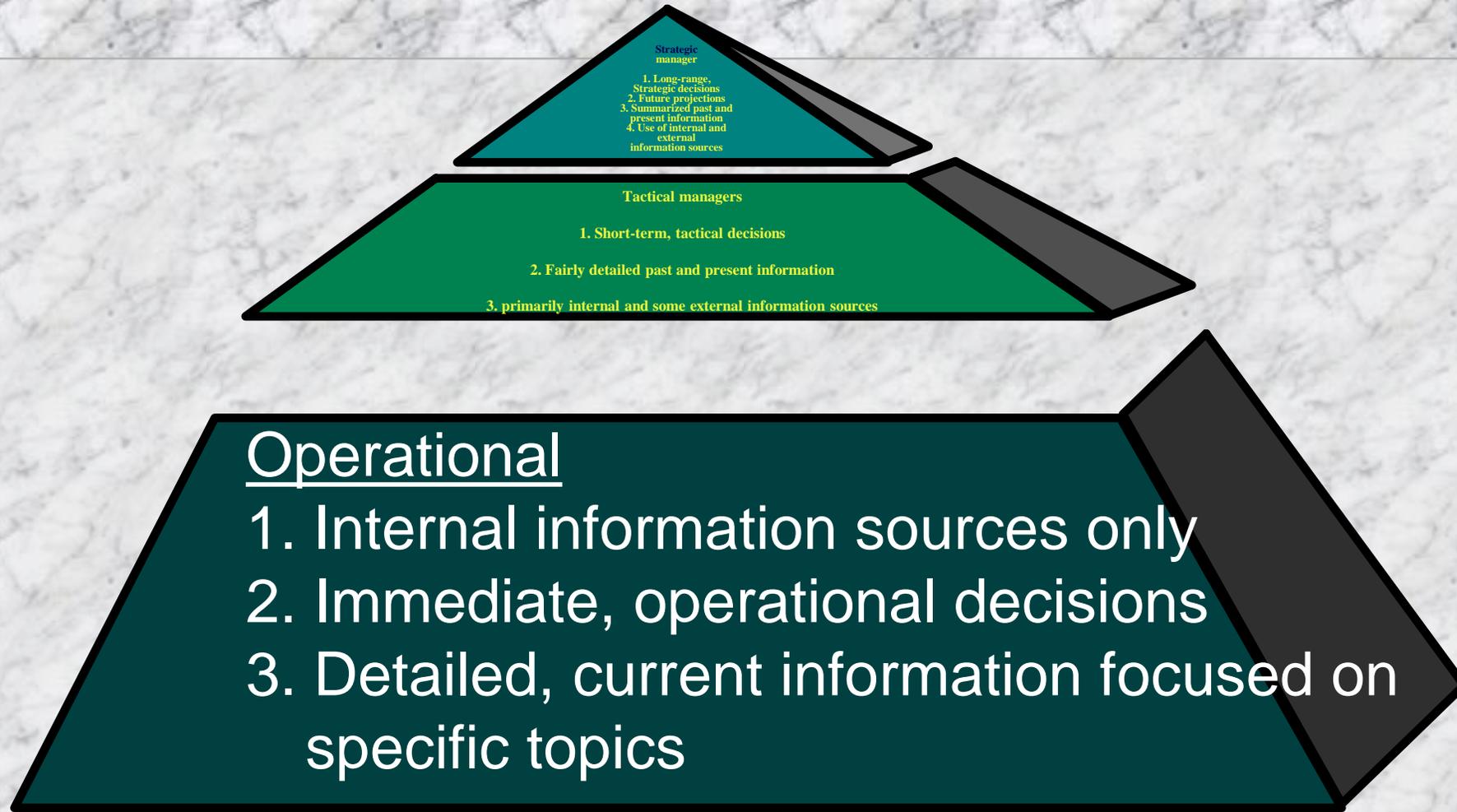
# Organization Structure



# Lower/Supervisory Management

- ❖ Supervisor, Lead, Foreman etc.
- ❖ Responsible for:
  - Operational decisions
  - Manage or monitor non-management employees
  - Principally leading and controlling
  - Activities monitoring

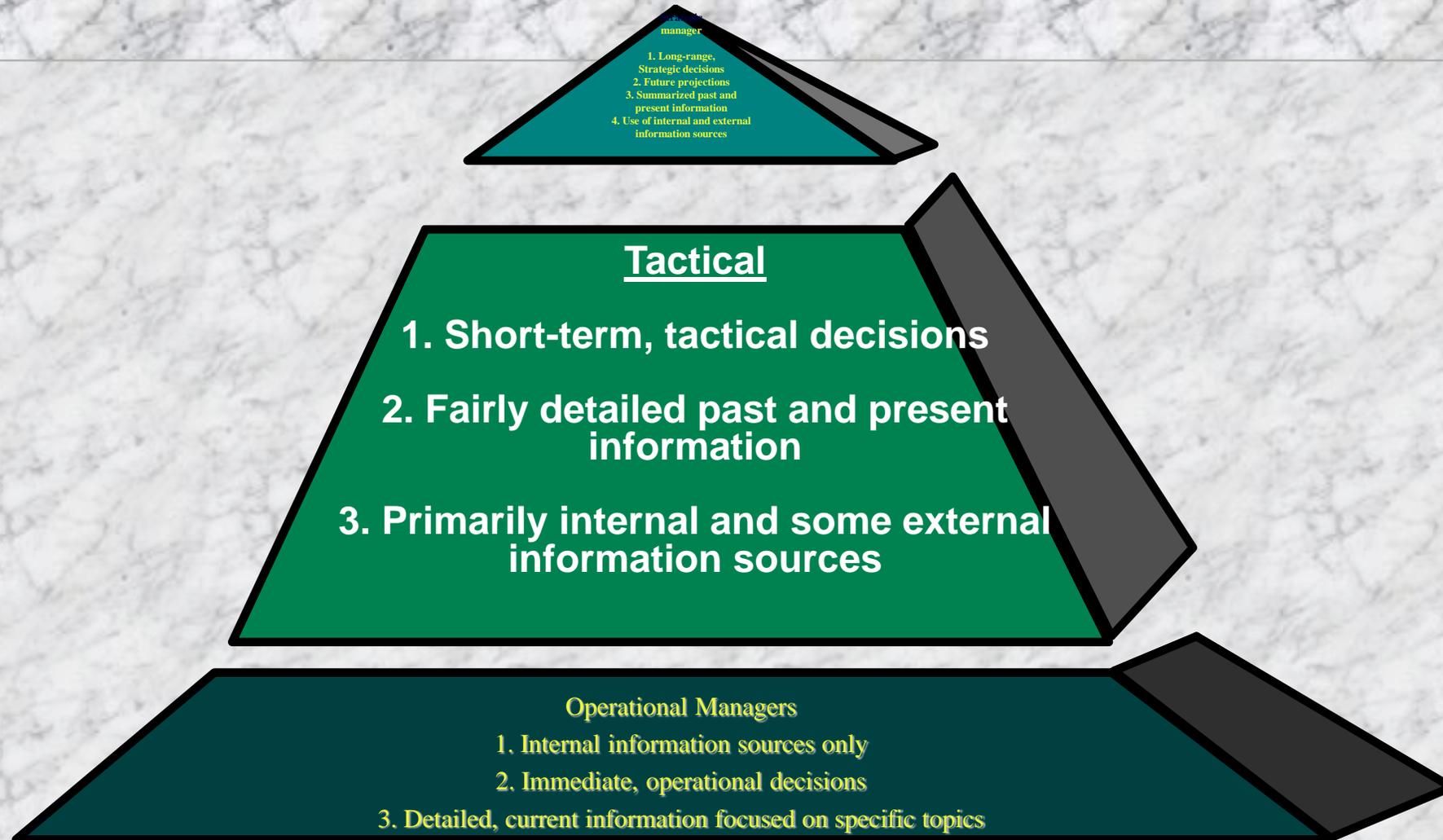
# Operational User's Information



# Middle Management

- ❖ Sales, Quality, Region, Production, Accounting, Facilities, Division, . . .
- ❖ Responsible for:
  - Implementing strategic goals
  - Make tactical decisions
  - Oversee supervisors
  - Task organizing and staffing
  - Determine activity volumes
  - Inventory levels
  - Sales reporting

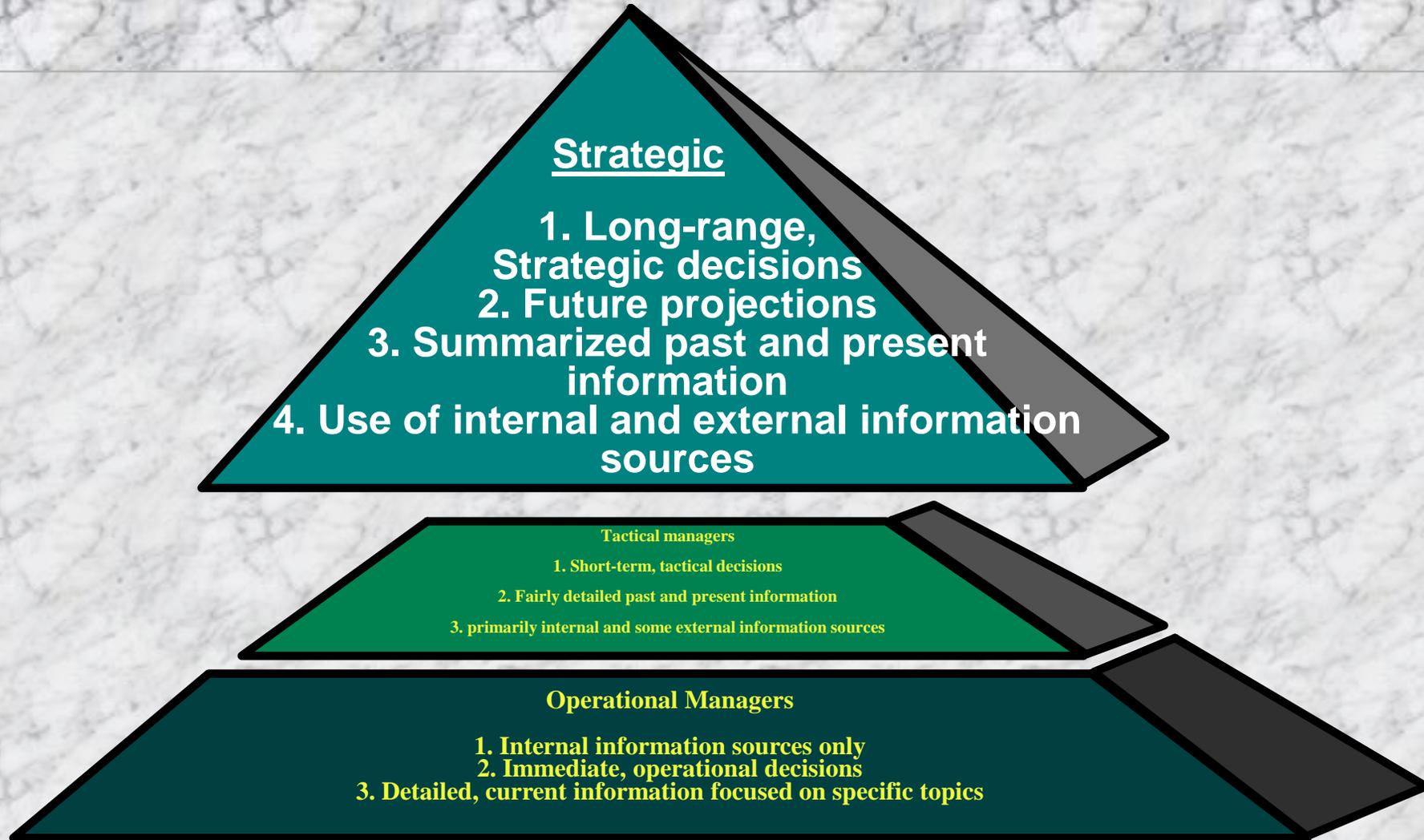
# Tactical Users



# Top Managers

- ❖ Board of Directors
- ❖ C'es and President
- ❖ Vice Presidents
- ❖ Responsible for:
  - Strategic Planning
    - Setting Goals
    - Financial resources
    - Promoting Growth
    - Establishing New markets

# Strategic Users



# Users and Flows of Information

## Business Intelligence Systems

### Systems

#### Executive Support Systems

(Organization Planning and control)

#### Decision Support Systems

(search for relationship, meaning)

#### Data Access & Reporting

(sort, total by category)

#### O.L.T.P.

(record individual transactions)

### Users

Executives  
Functional  
Managers

Knowledge  
Workers

Analysts

Managers  
Finance

Workers

