

Oz/Management Information Systems, 5th edition

Part Case Projects

Part 4, “Managers and Information Systems”

1. The current management structured of Urban Scene is fairly traditional, following the pattern shown in Figure 9.1 on page 332. You have been commissioned by Lucy Slade, CEO of Urban scene, to write a brief report that describes the various ways that the use of software such as Decision Support Systems, Executive Information Systems etc. can help to flatten the management structure. Your report should also include the drawbacks of such an approach.
2. Martin Tate, Urban Scene’s Chief Information Office, is concerned that although the IS resources are well distributed throughout the business, the management of those resources is handled centrally. He has asked you to prepare a PowerPoint presentation that lists the pros and cons of centralized versus decentralized management of IS resources with reference to how these apply to IS deployment in Urban Scene
3. At his recent meeting with Lucy Slade, Martin Tate had raised the idea of Urban Scene introducing a loyalty card. Lucy has asked for some research in this area. Undertake some web based research into various retailer’s experience with loyalty cards.

For example you could look at

<http://comment.silicon.com/0,39024711,11012393,00.htm> an article that dates back to 1999. What is the current thinking? For a more positive view see <http://www.talkingretail.com/news/5046/New-research-shows-loyalty-car.ehtml>. There are plenty more web based articles and research papers on the topic.

Prepare a two column table listing the costs and drawbacks in one column and the benefits in the other.