Lecture 9- 011 Assignment Guidelines

TASK 1- Specialism Topic (30%)

Select ONE from the following three options
Write a 600 word summary of the topic
OPTIONS:
Role of information systems in careers
Role of human resource management in operations
Strategic Use of Information Systems

Task 2- Analysing Micro-Operations (30)%

Apply relevant models to analyse the main micro-operations at Atokowa. This could include one or more theoretical modules: the input-process-output model; the value chain model and business process mapping. Evaluate the problems faced by Jon Smith in managing and developing his centre. (800 words)

Task 3- Mind Map (30%)

Complete a mind map/rich picture to identify and explore the potential people; management and technology issues at Atokowa. Analyse how to improve the operations at Atokowa considering the potential issues. (800 words)

The Report

- Title Page
- Table of Contents
- Task 1
- Task 2
- Task 3
- Reference List
- Appendices

Andre Samuel   andre.Samuel@sam.edu.tt   http://samuellearning.org/som.html

TASK 1- Specialism Topic (30%)

Select ONE from the following three options

Write a 600 word summary of the topic

OPTIONS:

Role of information systems in careers

Role of human resource management in operations

Strategic Use of Information Systems

Option 1- Role of information systems in careers

- Describe the role of information systems in careers in one of the following areas: accounting/finance, human resources, marketing, and operations management, and explain how careers in information systems have been affected by new technologies and outsourcing.

Requirements- Role of IS in Careers

- You are required to discuss the impact IS has made in the workplace
  - How has it changed the roles/job titles- create new ones, made some redundant
  - How has it changed the duties and responsibilities of employees
  - Identify the skills and knowledge needed by employees
  - Identify major software applications used now in the workplace
- You are required to use **ONE** of the following Functions:
  - Marketing
  - Human resources
  - Operations
  - Finance and Accounts

Guidelines- Role of IS in Careers

1.0 Role of IS in Careers

- Define IS
- Outline strategic benefits of IS
- State the prevalence of IS in the workplace, use some statistics to support your statement
- Outline **purpose** of the task
- Clearly state the **choice of function** you are focusing on

1.1 New Technologies used in X Function

- State the new technologies being used within the function e.g. data warehousing, AI, IoT, Clouding Computing etc.
  - Give examples, you can use any company for your examples.
- State the typical software applications used in the functions
  - Give examples, you can use any company for your examples

1.2 Role of IS in Careers

- Discuss:
  - How has IS changed the roles/job titles- create new ones, made some redundant in the department.
  - How has it changed the duties and responsibilities of employees
  - The skills and knowledge needed by employees
  - Give examples

1.3 Impact of Outsourcing on IT Careers

- Discuss
  - What is IT outsourcing and Types of IT outsourcing
  - Leads to top heavy IT department as low level jobs are outsourced
  - Result in redundancy of labour intensive IT jobs
  - Today, there is cloud computing, so you can now outsource not just service but software (Saas), infrastructure (Iaas)

1.4 Conclusion

- Give summary of your main points

Option 2- Role of HR in Operations

- Explain the role of human resource management in operations. The discussion should look at the strategic importance of managing people in operations settings

Requirements- Role of HR in Operations

- You are required to discuss
  - The purpose of Human Resource Management
  - Discuss the Human resources aspects are especially important in the operations function

Guidelines- Role of HR in Operations

1.0 Role of HR in Operations
- Define Human Resource Management (HRM)
- Outline strategic benefits of HRM
- Outline **purpose** of the task

1.1 Key HR functions in Operations
- Discuss any combination of the following (3-5 points):
  - Develop HR Strategy
  - Designing jobs
  - Designing work environment
  - Recruiting
  - Managing workers' compensation issues, health benefits and compensation reviews
  - Handling employee complaints and disciplinary hearings
  - Handling leave requests, maternity and so on
  - Organizing training programs
  - Ensuring the health and safety of employees
  - Counseling and coaching
  - Creation of employee rewards programs

1.3 Conclusion

- Give summary of your main points

Option 3- Strategic use of Information Systems

- For an organization of your choice, write a 600 word short case that summarizes how they have strategically harnessed the use of operations and/or information systems

Guidelines- Strategic use of IS

1.0 Strategic Use of IS
- Define IS
- Outline strategic benefits of IS
  - State that one such benefit is Competitive Advantage
- Outline **purpose** of the task
- Clearly state the **choice of organization** you are focusing on
  - You can choose any International Organization

1.1 Competitive Advantage

- Define Competitive Advantage
- Outline Porter's Generic Strategies for Competitive Advantage
- Include diagram of the model
- Give short overview of each generic strategy

1.2 IS/IT used for Competitive Advantage

- Discuss IS/IT used by the organization and its resulting Competitive Advantage
  - Example 1
  - Example 2
  - Example 3
  - ……………
- Note- You can discuss one or more examples

1.3 Conclusion

- Give summary of your main points
- Could use a table to map IS with competitive advantage

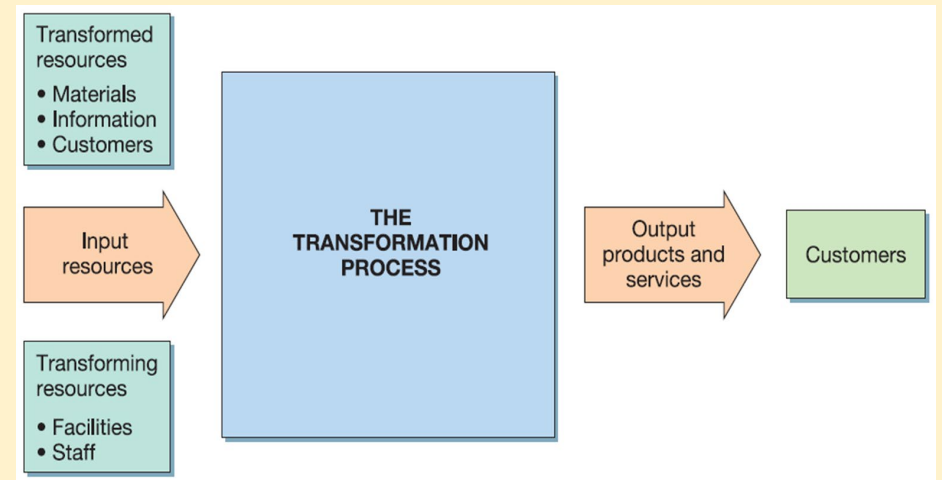| IS/IT Used	Competitive Advantage Gained

Task 2- Analysing Micro-Operations (30)%

Apply relevant models to analyse the main micro-operations at Atokowa. This could include one or more theoretical modules: the input-process-output model; the value chain model and business process mapping. Evaluate the problems faced by Jon Smith in managing and developing his centre. (800 words)

Requirements for Task 2

- Identify Atokowa's internal activities that contribute to getting the product and service to the customers.
- Identify the problems within the various activities
- Recommend possible use of IS to resolve the issues
- Use one or more models

Guidelines for Task 2

- **2.0 Analysing Micro-Operations at Atokowa**
  - Define Operations and Operations Management
  - Give a brief overview of Atokowa's overall operations
  - Discuss the importance of analysing the operations of a business
  - State that there are several models that can be used to analyse micro-operations.
  - State which models you will use (choose 2 from below)

- **2.1 Input Transformation Output Model**
  - Introduce the Input Transform Output Model
  - Draw and Apply Model to the case
  - Write up explanation of the findings
    - Inputs
    - Transformation
    - output

Example:

Input	Process	Output
Transformed resources • All items of furniture/ home ware: small basket items; flat pack items in the self-service warehouse; special items • Customers Transforming Resources • Visual displays • Warehouses • Trolleys and equipment • Checkout equipment • Customers • Check out staff • Staff on information points	Staff Restock warehouse and visual displays Display of furniture and development of good visual displays Answer queries Process financial transactions Customers Selection of furniture Design of configuration (e.g. a shelving system) Picking of items from the warehouse Transportation of items through the store Loading of items into car Delivery of items	Happy customers?!? Flat packs/assembled furniture taken to customer home

Example:

- 2.2 Value Chain Analysis Model
  - Introduce the VCA Model
  - Draw and Apply Model to the case
  - Write up explanation of the findings
    - Primary and Support Activities
    - Issues
    - Recommended IS

Firm Infrastructure

Managed as a boutique hotel with 120 rooms, accounting and finance and legal aspects. Need to improve integration across departments.

Human Resource Management

Recruiting and training different staff: receptionists; waiters; chefs; bar staff; porters; house-keeping. Staff need training on the processes. Staff training if new reservations and CRM system is implemented

Technology Development

Interior design for the new room layouts. Could invest in supporting information systems.

Procurement

Purchasing of all items to support the business, including: food; drink; office items; linens; equipment etc. Could use purchasing software.

Inbound Logistics	Operations	Outbound Logistics	Marketing and Sales	After Sales Service
Hotel: Receiving and storing office items and other sundries. **Restaurant:** Receives food and drinks for the restaurant. **Housekeeping:** Receiving and storing of bed linens and cleaning items. Could use purchasing software here.	**Hotel:** Taking reservations; assigning rooms (currently problematic) Serving customers at the reception Need to redesign their processes to manage reservations between Need a supporting hotel reservations information system and small-scale CRM system. **Restaurant:** Taking table reservations; taking orders for room service and in restaurant; preparing food; etc. (cause for concern – balancing room service and restaurant) Develop a streamlined process for room service Collect data to manage busy and quiet times more effectively. **Housekeeping:** maintaining cleanliness standards; currently inefficient as often performing a full service clean on a room that does not need it Schedule housekeeping using the hotel reservations system.	**Hotel:** Check-out process **Restaurant:** Serving food and drinks to customers; delivering room service	Mainly word-of-mouth advertising and repeat business Small-scale CRM system with loyalty rewards for the customers. Use hotel booking websites for advertising.	Responding to customer complaints Manage these within the CRM system

- 2.3 Business Process Mapping
  - Introduce the BPM
  - Draw up the BPM for the Transaction Process in the case
  - Write up explanation of the findings
    - The process
    - The decisions
    - the input and output

- 2.4 Summary of Issues and recommendations

largely on simplicity. Each Atokowa retail outlet was equipped with a standard Windows PC connected over a simple local area network (LAN) to the checkout EPOS systems. Every transaction taken at the till is processed:

1. Product scanned into EPOS system
2. Products are totalled
3. Payment is taken
4. Once payment is taken, every individual item sold was written to the *Transactions* table in the ASIS MS Access database (without impacting the operation of the checkout process in any way)
5. When any retail transaction occurred via the *Transactions* table, the quantity of that product held locally in the store was decremented in the separate Table (*Stocks*). The *Stocks* table holds a record for each product line offered by the company. The Store Manager monitors this information to maintain an efficient level of stock control.
6. At the end of the day the store manager runs and reviews the Daily Reorder report – which shows all stock lines which have reached their designated reorder level. (Each stock record in the *Stocks* table has a re-order level field).
7. The store manager may adjust the re-order quantity (e.g. six boxes) if they predict an increased or reduced demand for a particular product line.
8. Every week (excluding Brisbane area and Perth area), the store manger raises a delivery request to the Melbourne warehouse for the replenishment of stocks via EDI (electronic data interchange).
9. At the warehouse, the delivery request is processed and checked thoroughly for any unusual requests (to avoid errors).
10. If the warehouse has the available stock then the warehouse operatives pick and pack the delivery and palletise it. In the event that the stock is not available, it will be ordered and the retail outlet notified that the delivery will be incomplete.
11. The pallets for each outlet are then forwarded to the store using a third party logistics (3PL) within 7 working days of receiving the request (excluding the unavailable items). Bear in mind, the distance between Melbourne and some of the other retail outlets is vast.
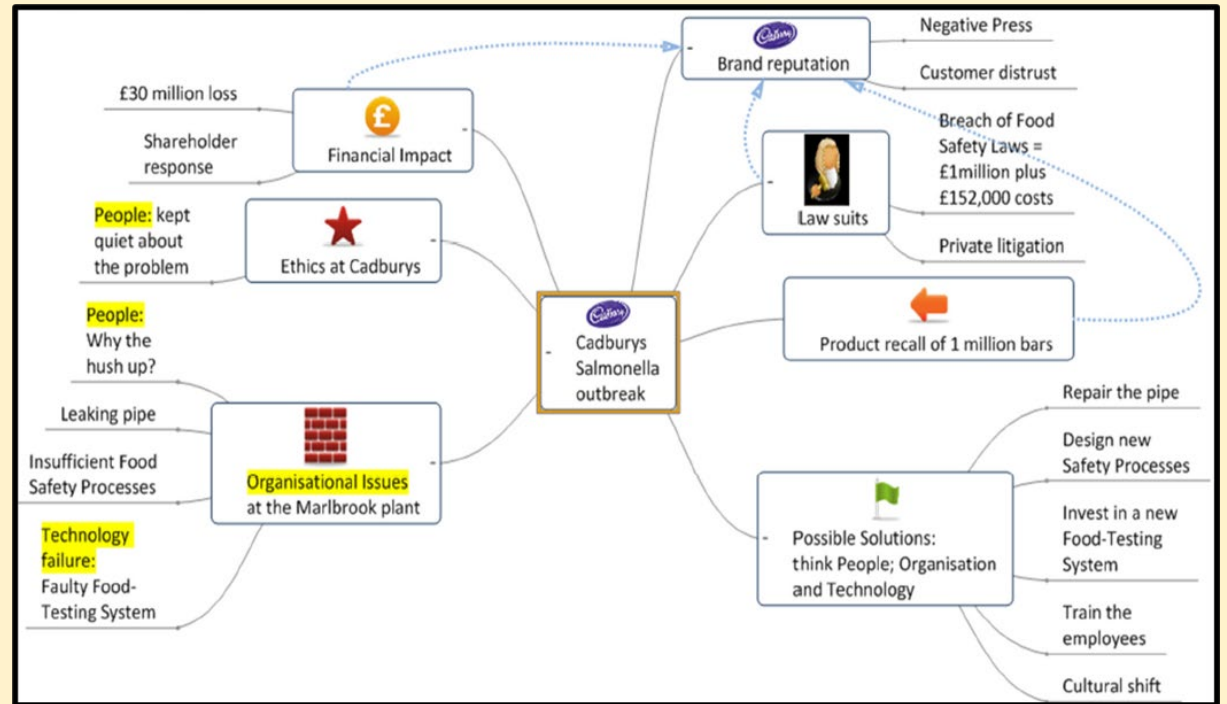
Example:
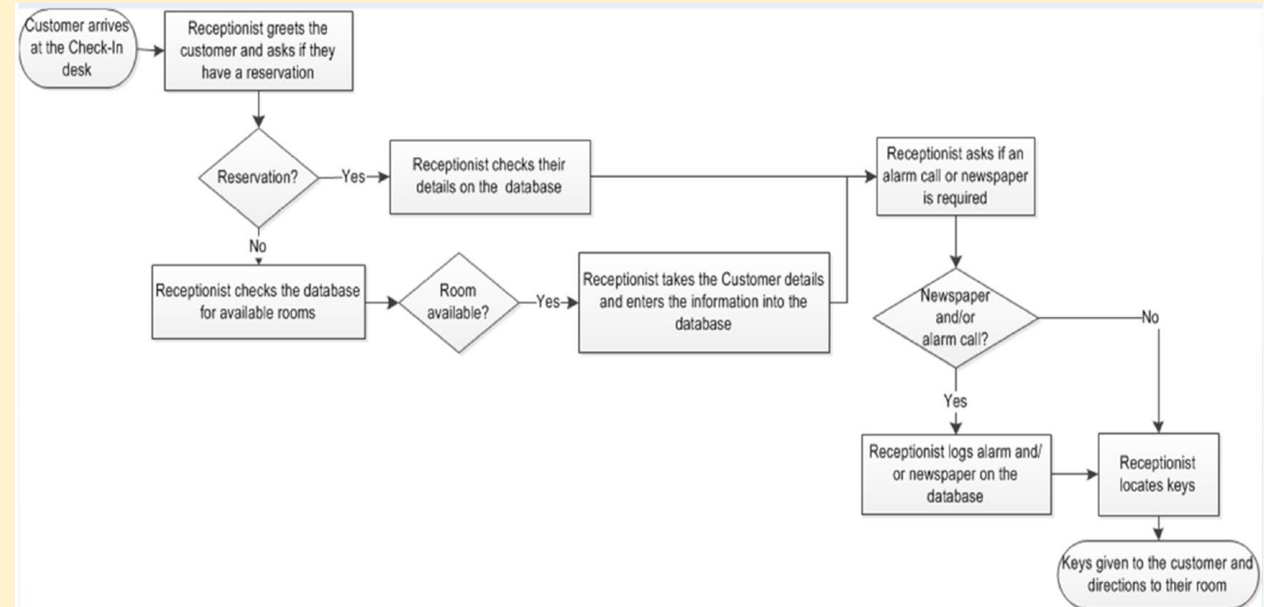
Task 3- Mind Map (30%)

Complete a mind map/rich picture to identify and explore the potential people; management and technology issues at Atokowa. Analyse how to improve the operations at Atokowa considering the potential issues. (800 words)

Requirements for Task 3

- Deep Dive into Atokowa's operational issues
  - Identify their Management issues
  - Identify their People issues
  - Identify their Technology issues
- Recommend improvements to resolve the issues

- 3.0 Mind Map- Exploration of the Issues at Atokowa
  - Discuss the concept of mind mapping, its purpose, why
- 3.1 Issues at Atokowa
  - **Draw Mind Map Diagram**
  - Discuss the People Issues
  - Discuss the Management Issues
  - Discuss the Technology Issues
- 3.2 Recommended Improvements
  - Discuss your solutions here
  - Include recommendations of IS, etc.

Example:

The Report

- Title Page
- Table of Contents
- Task 1
- Task 2
- Task 3
- Reference List
- Appendices