

Lecture 6- IS and Careers



Recap- Group Presentation Guidelines

Choose ONE Option

- Network and Security

- [Network and Security Guidelines](#)

- Database Design and Relationships

- [Database Guidelines](#)
- [Using MS Access](#)

IS and Careers

How Information Systems Will Affect Business Careers

- Success in today's job market requires a broad set of skills.
- The real transformation taking place in nearly every workplace is the invasion of digital tools (CNBC 2017)
- Jobs related to developing and deploying new technologies may also grow. Overall spending on technology could increase by more than 50 percent between 2015 and 2030 (McKinsey 2017)
- Job candidates must have **problem-solving skills** as well as **technical skills** so that they can complete specific tasks.

Accounting

- Accountants increasingly rely on information systems to summarize transactions, create financial records, organize data, and perform financial analysis.
- Skills and Knowledge Needed:
 - Databases and networks
 - Online financial transactions and reporting systems
- Accounting Information Systems used for:
 - Financial Reporting
 - Forecasting
 - Cash Management etc

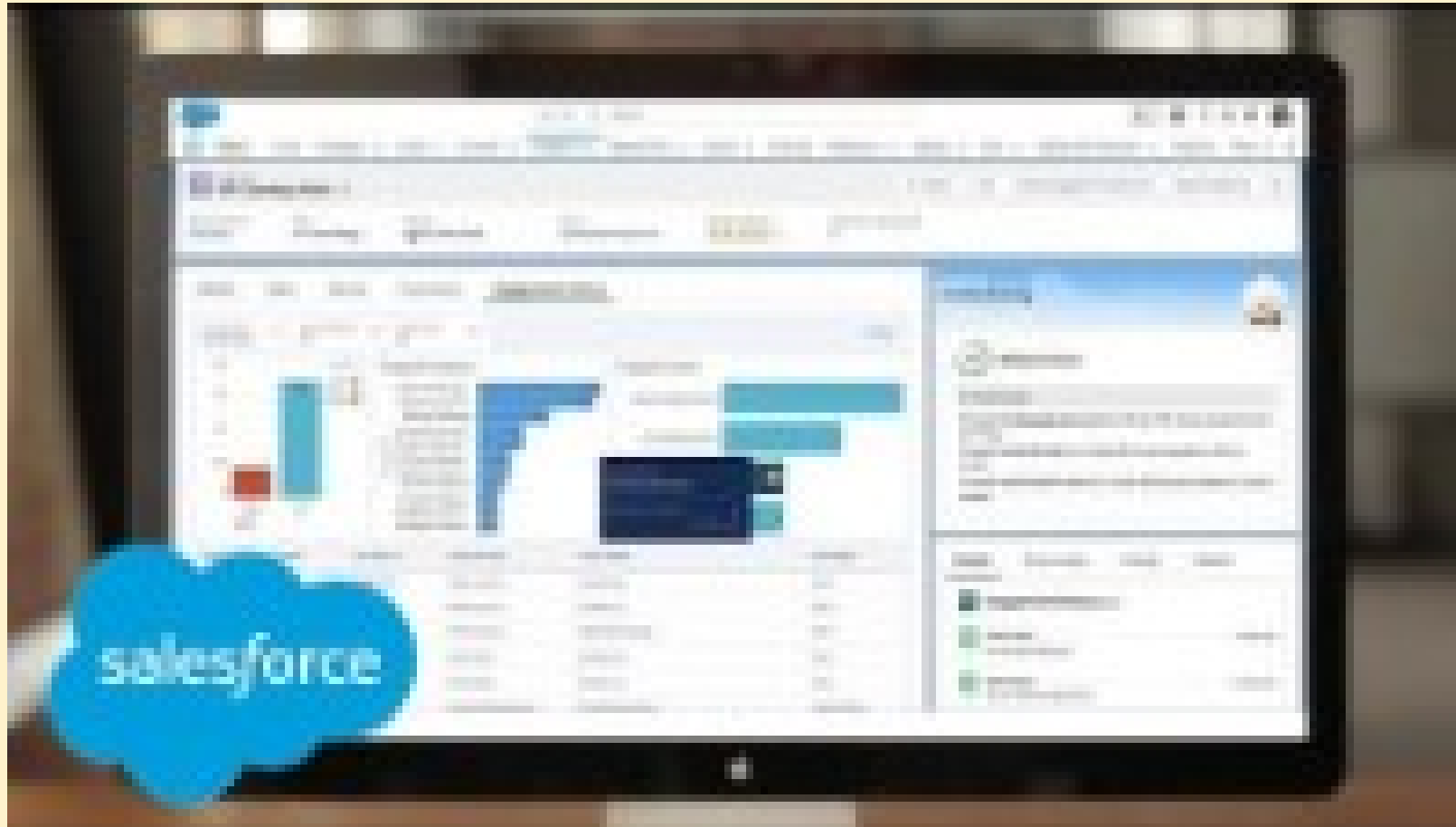


Marketing

- No field has undergone more technology-driven change in the past five years than marketing and advertising.
- Skills and Knowledge Needed:
 - Work with databases
 - Social Media
 - Enterprise systems
- Marketing Information Systems used for:
 - for product management, sales force management, customer relationship management
 - for tracking and reporting on customer behavior, product performance, customer feedback, product development



Salesforce Marketing Cloud Overview Demo | Salesforce



<https://www.youtube.com/watch?v=tWPsPEWdRIM>

Operations management in services and manufacturing

- Production managers, administrative service managers, and operations analysts
- Skills and Knowledge needed:
 - Hardware and software platforms for operations management
 - Use database and analytical software
- Operations Management IS used for:
 - coordinating and optimizing resources required for producing goods and services



Introducing Levi Strauss & Co. Project F.L.X



<https://www.youtube.com/watch?v=SMDIbNpE6dU>

Management

- The job of management has been transformed by information systems.
- Impossible to manage business today without information systems
- Skills and Knowledge needed:
 - Databases
 - Reporting Application
 - Data Analytics
 - Dashboards
- Executing Information Systems used for:
 - Predictive Analysis
 - Decision Making



What is Power BI? | Microsoft Power BI



<https://www.youtube.com/watch?v=yKTSLffVGbk>

IT Outsourcing

Outsourcing and offshoring IT Services

- Two types:
 - outsourcing to domestic firms
 - outsourcing to low-wage countries such as India, China
- Globally, IT outsourcing is a \$92.5 billion business (Statista 2020)
- A 2018 Deloitte survey found that 93% of firms are considering or have already adopted cloud solutions (Deloitte 2020)
- Companies can outsource the entire IT function or just specific components such as:
 - Production programming, system maintenance, call centres



<https://youtu.be/57JEIPNDQ30?t=16>

References

- Laudon, J. & Laudon, K. 2013. Essentials of management information systems. 10th ed. Boston: Pearson
- Deloitte 2020. The Deloitte Global Outsourcing Survey 2018, Download Report. [Online] Available at: <https://www2.deloitte.com/br/en/pages/tax/articles/global-outsourcing-survey0.html> [Accessed 20 March, 2021].
- Statista 2020. IT Outsourcing Industry - Statistics and Facts, [Online] Available at: <https://www.statista.com/topics/1900/it-outsourcing/> [Accessed 20 March, 2021].
- CNBC 2017. Technology is dramatically invading nearly all US jobs, even lower-skilled occupations (Online) Available at: <https://www.cnbc.com/2017/11/15/technology-is-dramatically-invading-nearly-all-us-jobs-even-lower-skilled-occupations.html> [Accessed 20 March, 2021].
- McKinsey 2017. Jobs lost, jobs gained: What the future of work will mean for jobs, skills, and wages (Online) Available at : <https://www.mckinsey.com/featured-insights/future-of-work/jobs-lost-jobs-gained-what-the-future-of-work-will-mean-for-jobs-skills-and-wages#part2> [Accessed 20 March, 2021].