Chapter Exercises

Questions

1. What is information technology and why is it important? Suggest three fictitious headlines that might be added to Figure 1-1.
2. Why would a systems analyst have to act as a translator? What groups might be involved?
3. Write a business profile for a large business in your town. You can use your imagination to supply details you might not know.
4. What strategies are Wal-Mart and Lowe's using to gain more online customers?
5. Identify the main components of an information system. What is a mission-critical system?
6. Compare enterprise computing systems to transaction processing systems. Provide three examples of each type of system.
7. What are the four organizational levels common to many businesses? Which level typically requires data that supports long-term strategic planning and the overall business enterprise? What level of worker might rely heavily on transaction processing systems?
8. Describe three systems development tools and three development methods.
9. What are the phases of the SDLC waterfall model? Who was Barry Boehm, and what did he have to say about spiral models?
10. Review the IBM history. Describe three distinct phases the company has gone through in reaction to changing mark conditions.

Discussion Topics

1. Some experts believe that the growth in ecommerce will cause states and local governments to lose tax revenue, unless Internet transactions are subject to sales tax. What is one argument that supports this view and one that opposes it?
2. Are top managers likely to be more effective if they have IT experience? Why or why not?
3. Should the IT director report to the company president, or somewhere else? Does it matter?
4. Will online transactions eventually replace person-to-person contact? Why or why not?
5. The BYOD movement has serious implications for IT professionals, such as managing applications on user devices and security implications. Do you think BYOD is a net positive or a net negative for the enterprise? Explain your answer.

Projects

1. Contact four people at your school who use information systems. List their positions, the systems they use, and the business functions they perform.
2. Research newspaper, business magazine articles, or the web to find IT companies whose stock is traded publicly. Choose a company and *pretend* to buy $5,000 of its stock. Why did you choose that company? What is the current price per share? Report each week to your class.
3. Visit at least three websites to learn more about agile system development and spiral models. Prepare a list of the sites you visited and a summary of the results.
4. Explore the *Critical Thinking Community* website at *criticalthinking.org*. Identify three important topics currently being discussed, and describe your findings.
5. Read about the corporate culture of three leading IT companies, such as that from Google shown in Figure 1-27. Compare each statement of values and describe the type of employee you think each company is looking for.