ISE 100 Introduction to Information Systems and Technologies
Fall 2004
Group Project—Due:27/12/2004

Form a group of three–four people and choose one of the listed companies as your organization. For each company, a major competitor is listed. Your job in this project is to improve your company to compete with your competitor better.

1. Discuss how you can use e-commerce in your company to

   (a) increase sales

   (b) improve customer relations

   (c) cut costs

   Be specific. For each point you make, give a clear explanation and an example.

2. What types of Management Information Systems (MISs) would you use in your company? Describe the reports that would be produced. For each report, describe what the content of the report is, how often it is delivered, and whom it concerns.

3. Explain two problems that your company solves. For each problem, discuss how you handle the five stages of problem solving described in the textbook (Figure 6.1).

4. Explain how you can use artificial intelligence to gain competitive advantage. Make sure that your competitor does not provide your proposed solution.

You will submit a written report on the due date (before the class) as a hard copy. On the due date, you will give a 15 minute presentation of your solutions.