Self-assessment questions for session 1

The following are intended as self-assessment questions for the themes introduced in the first session of the course. These questions are for your own private use and <u>do not</u> from part of the assessment for this course.

You should attempt to answer all of the questions. There are no right and wrong answers; the objective of this particular piece of work is to get you to think about the issues rather than to provide a definitive solution.

1 Basic terminology

1.1 Organizations and Work
What are the differences between different types of work (employment)? What role does work play in your life? In the end, do you work for yourself or for somebody else?

1.2 Data, Information and Knowledge
What are the differences between different types of knowledge? What type of knowledge is most valuable to an organization? What types of knowledge can an organization legitimately be said to own?

1.3 Technology, Information Technology and Information Systems
In the lecture, you saw how Information systems and Information Technology were placed on the tools / techniques axis. Where would you place a computer in that diagram? Is this different to where you would place hardware or software?

1.4 Strategy, Corporate Strategy and Business Strategy
In the lecture, we talked about strategy being concerned with the determination of long-term objectives. To what extent is strategy shaped by events, and to what extent can we shape our own future?

2 The alignment of IS and business strategies

2.1 Types of IS
Return to the definition of information. How many different types of information system do you use in your everyday life? Do you use different types of information systems for different purposes? What types of information system do you use?

2.2 Convergence
Return to the question above. How many of the information systems that you use are based on digital technology? Will all devices be replaced by one 'black box' someday? What are the threats and opportunities of convergence?

2.3 Business Models
Think about examples of models you use and try describe how and why you use them. Can you apply the same principles to describing what a business does - or what you would like a business to do?