

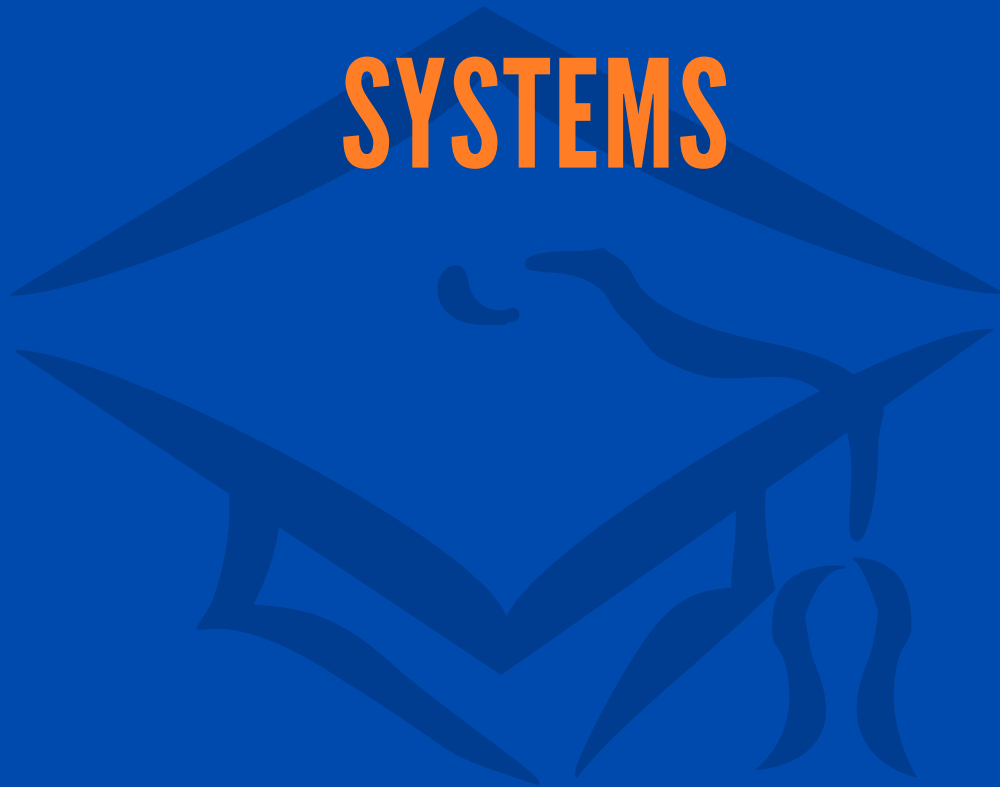


M.Sc. PROGRAM IN ECONOMIC
AND BUSINESS STRATEGY



UNIVERSITY OF PIRAEUS
DEPARTMENT OF ECONOMICS

STRATEGIC INFORMATION SYSTEMS



Tutor: Athanassios Vozikis
e-mail: avozik@unipi.gr

STRATEGIC INFORMATION SYSTEMS

Course Description

Strategic Information Systems can potentially deliver an integrated set of management solutions (financial, HR management, customer relationship management, supply chain management, DSS, MIS) to an enterprise. Strategic Information Systems implementation is resource intensive and a significant fraction of these projects fail, often at great cost to organizations. However, when successfully implemented, they offer the opportunity to reengineer a business's process from end to end, while returning significant time and cost savings.

In this course, we consider Strategic Information Systems mainly from two perspectives: Inter- and intra-enterprise access to corporate data via the web (E-Business) or via a client-server architecture (ERP and MIS Systems). Both, are a key business concern for companies of all sizes.

In the first part of the course, the focus is on (a) rapidly and successfully implementing E-Business strategy and (b) the information systems that makes E-Business possible: web applications, enterprise software architectures, security, etc. The class lecture content will be divided between topics relevant to E-Business implementation and technologies.

In the second part of the course, the focus shifts to core ERP (Enterprise Resource Planning) Systems applications: accounting and finance, sales and marketing, supply chain management, customer relationship management, human resources. Subject to availability, we will have a number of guest speakers from Key ERP vendors to discuss their solutions and implementation strategies, change management, etc.

Intra-enterprise data will be exploited using state of the art technologies (ETL - Extract-Transform-Load, Data Warehouses - Relational and Multidimensional, Multidimensional Analysis, Data Mining and GIS) looking

STRATEGIC INFORMATION SYSTEMS

for business rules that will assist information consumers in their decision making process. Information consumers are asked to make their decisions based on ever increasing amounts of data. Those data are an invaluable asset to any organization, because when transformed to information, knowledge and actions they can bring in a fair return to the organization. Therefore, in order to be useful in the decision making process, data must be transformed to information with specific characteristics of quality, reliability and formatting, so that it will be easily understood and useful to the decision maker.

The course offers valuable supporting material, such as, full functioning ERP software, access to knowledge bases, books, articles, videos, scenario analyses, business environment, manuals, etc.

Students will have the opportunity to obtain (upon successful completion of a compulsory assignment) **the Core Level User Certificate of WinEra ERP of Data Communication.**

Course Objectives

The learning objectives of the course are:

- To develop an understanding of how the Strategic Information systems can cause and affect the Business Process Reengineering and improve the effectiveness of information system in organizations
- To understand the business benefits of enterprise resource planning (ERP) systems, Business Intelligence (BI) systems and e-business solutions

Textbooks and Readings

Required:

STRATEGIC INFORMATION SYSTEMS

ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΟΡΩΝ: ΣΤΡΑΤΗΓΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ (ISBN: 978-960-98123-3-7) - ΑΘ. ΒΟΖΙΚΗΣ – Ι. ΠΟΛΛΑΛΗΣ - ΥΤΟΡΙΑ ΕΚΔΟΣΕΙΣ - 2012

Additionally, the course offers valuable supporting material, such as, e-books, articles, videos, scenario analyses, business environment, manuals, etc.

Detailed Schedule

(Indicative , as deviations from the plan may occur)

Each session will cover topics listed below and will be supported by the corresponding readings and other material.

The following is the list of indicative session titles, respective readings and case studies:

Week 1: Understanding ERP Systems (Class)

Concepts

- How can ERP improve a company's business performance?
- How does ERP fit with electronic commerce?
- What are the hidden costs of ERP?
- ERP Implementation in Greece

Case studies

- Case Study : ERP Implementation Failure Cases

Textbook

- ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΟΡΩΝ: ΣΤΡΑΤΗΓΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ

Other material

- Homework

Week 2: The ERP Market in Greece and worldwide. Basic characteristics of WinEra ERP of Data Communication (Class)

Concepts

- The ERP Market in Greece and Worldwide
- WinEra ERP
- How do companies organize their ERP projects?

Other material

- Manual_WinEra

Week 3: Re-engineering and ERP Systems – ERP Modules (Lab)

Concepts

- What will ERP fix in my business?
- Will ERP fit the ways I do business?
- Why do ERP projects fail so often?
- How do companies organize their ERP projects?

Case studies

- Case Study 1, ERP modules – Creating and configuring a new company – basic parameters

Textbook

- ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΟΡΩΝ: ΣΤΡΑΤΗΓΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ Other material ο Manual_WinEra, Ex-WinEra

Week 4 ERP Systems: Basic entities-components (Lab)

Concepts

- Basic Entities

Case studies

- Case Study 2, Create the basic entities and components

Textbook

- ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΟΡΩΝ: ΣΤΡΑΤΗΓΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ

Other material

- Manual_WinEra, Ex-WinEra 5

Week 5 ERP Systems: Accounting and Finance module (Lab)

Concepts

- Accounting and Finance module

Case studies

- Case Study 3, Accounting and Finance module

Textbook

- ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΟΡΩΝ: ΣΤΡΑΤΗΓΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ

Other material

- Manual_WinEra, Ex-WinEra

Week 6 ERP Systems: Sales and Inventory module (Lab)

Concepts

- Sales and Inventory module

Case studies

- Case Study 4, Sales and Inventory module

Textbook

- ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΟΡΩΝ: ΣΤΡΑΤΗΓΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ

Other material

- Manual_WinEra, Ex-WinEra Week 7 Understanding BI System

Week 7 Understanding BI Systems (Lab)

Concepts

- Reports

Case studies

- Case Study 5: Reporting

Textbook

- ΠΛΗΡΟΦΟΡΙΑΚΑ ΣΥΣΤΗΜΑΤΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΙΧΕΙΡΗΣΙΑΚΩΝ ΠΟΡΩΝ: ΣΤΡΑΤΗΓΙΚΕΣ ΚΑΙ ΕΦΑΡΜΟΓΕΣ

Other material

- Manual_WinEra, Ex-WinEra

Week 8: Scenario Analysis and Exercise Assignment

Week 9: Introduction to EC & Models of EC

Concepts

- Introduction to EC
- The driving forces
- The impact of EC
- Models of EC Case studies Web site Case Study

Textbook

- -----

STRATEGIC INFORMATION SYSTEMS

Week 10 & 11: Social Media & Mobile Computing (Class & Lab)

Concepts

- Introduction to Social Media
- Mobile Computing
- The driving forces
- The impact

Case studies

Evaluation methods of Web content credibility

Textbook

- -----

Other material

- Handouts

Week 12: Assignments' Submission and presentations

Week 13: Final Exams

Class Projects & Assignments

The course will include assignments and group presentations. All assignments (case analyses and presentation, essays, group exercises, etc.) will be provided during the lectures.

Grading Policy

I. Attendance, Class Assignments & Participation (Individual)	20%
II. Final Class Project & Presentation (Individual or group)	40%
III. Final Exams	40%

Instructors' and students' interaction method

Most of the ERP course material will be available to students through the eclass platform or lecturers' web pages. In the course area, they will have all the necessary tools, readings and other information for completing their lab exercises and assignments



100 Things to Do at ACHS