

Exam 2 Review

A number of you have asked me for study tips, so I put together a review document.

Articles to focus on for the exam are listed below. Yes, you should read the entire article. If the article is particularly long, I suggest budgeting your time well. Set aside 30 minutes to read that article only. Put your phone on airplane mode, close any other browser windows you might have open, and turn off any other distractions.

Putting the Enterprise into the Enterprise System

9 Tips for Selecting and Implementing an ERP System

The Decision-Making Process, Cliff Notes

How NBA Player Analytics Opened Up a Whole New Business for SAP

The Real Reason Organizations Resist Analytics

Build Vs. Buy: How to Know When You Should Build Custom Software over Canned Solutions

Hidden In the Long Tail

Leagues See Real Benefits In Daily Fantasy Sports

CEA's 5 Tech Trends for 2015: From Big Entertainment to Small Business

After you read each article, try to write down a few key take-aways, and try to think back to what we discuss in class. Here are some questions you might ask while reading these articles:

What is an enterprise system?

What businesses should consider implementing an enterprise system?

What are some implications that enterprise systems impose on the business?

Who is responsible for mediating the imperatives of the technology and of the business?

What does a system implementation involve?

What factors can prevent a successful implementation?

When should you buy a system (canned solution) and when should you build it (custom)?

What are some methods to measure the value of an enterprise system?

What is analytics?

How can analytics be beneficial?

What are some implications of analytics?

Who is affected by analytics?

What is the difference between a problem and a symptom (in decision making)?

What does it mean if a company has more revenue in the long tail?

What is tacit knowledge?

How do organizations approach knowledge management?

What are some projected technology trends?

What are some measurable effects of fantasy sports?