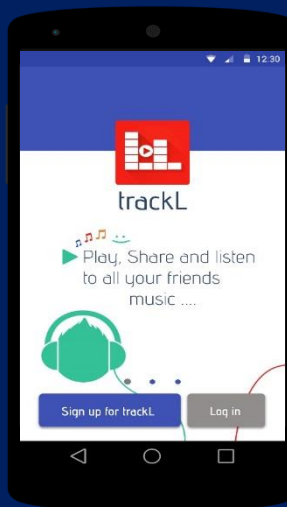
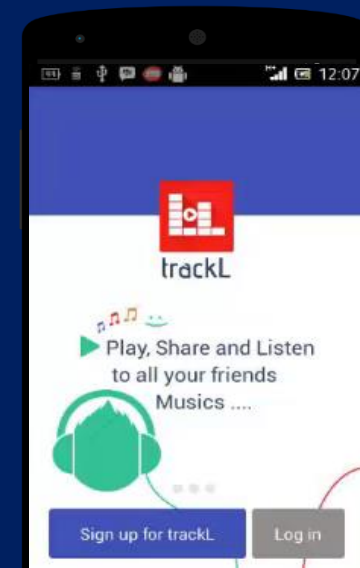

ADVANCED APPLIED IT FOR BUSINESS

Bandung, 7 Maret 2015

Eko Budi Setiawan, S.Kom., M.T.



Introduction

Outline
Perkuliahahan

Referensi
Perkuliahahan

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Eko Budi Setiawan



Outline

- IT Supports Organizational Performance in Business Environments
- IT concepts, Types, IT Support, IT Strategy and Planning
- Business Intelligence and Decision Support Systems
- Structural Equation Modelling Concept and Application with AMOS system
- Regression and Path Analysis
- Case Study Full Model Structural with AMOS system
- Final Project Discussion

Referensi

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Let's Start

IT Supports Organizational Performance in Turbulent Business Environments

Information Technology For Management 6th Edition

Turban, Leidner, McLean, Wetherbe

Lecture Slides by L. Beaubien, Providence College

John Wiley & Sons, Inc.

Chapter Outline

- 1.1 Doing Business in the Digital Economy
- 1.2 Information Systems and Information Technology (IT)
- 1.3 Business Performance Management, Business Pressures, Organization Responses, and IT Support
- 1.4 Strategy for Competitive Advantage and IT Support
- 1.5 Social Computing and Networking

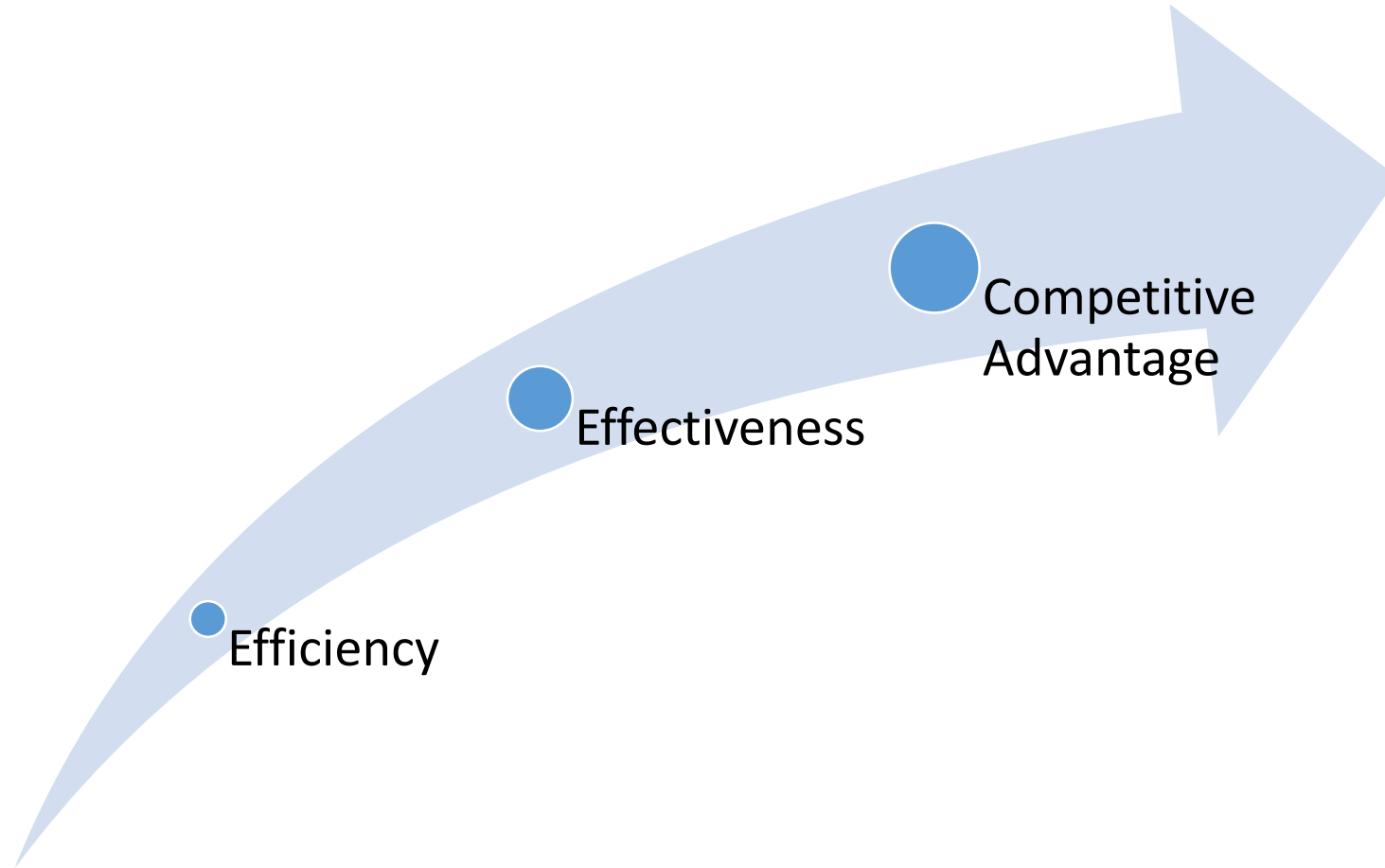
Chapter Outline cont'd

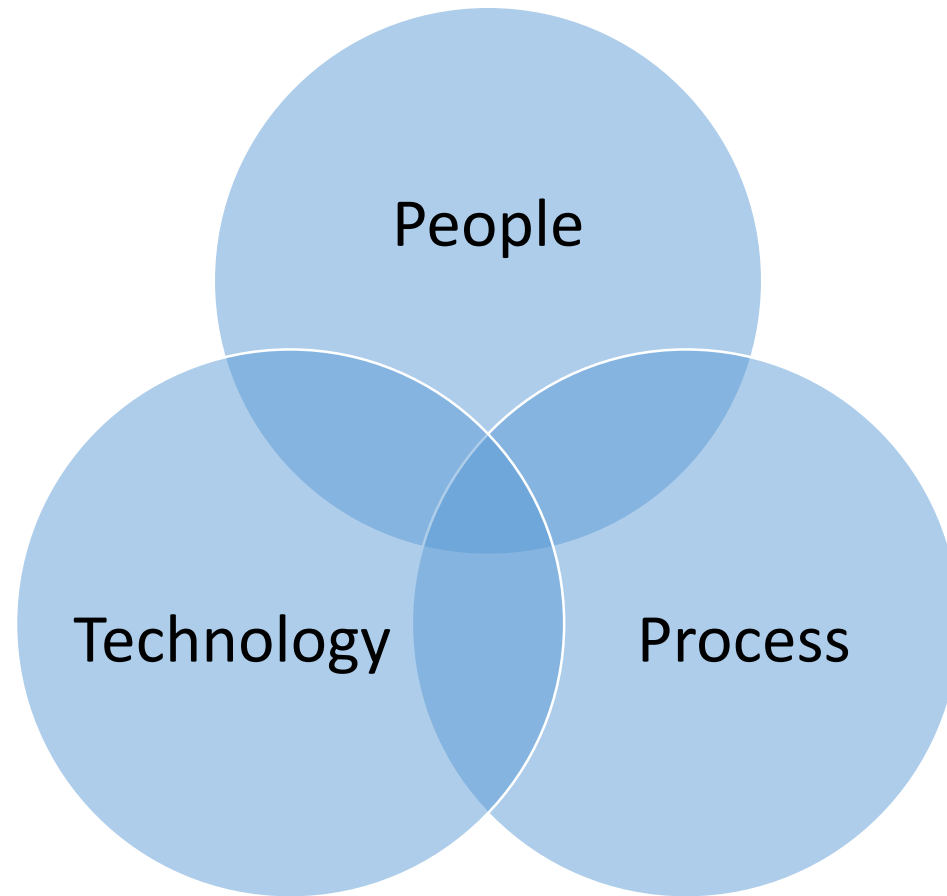
- 1.6 Why Should You Learn About Information Technology?
- 1.7 Managerial Issues

Figure IT The Business Performance Management Cycle and IT Model



Tujuan Penggunaan IT di Perusahaan





Digital Economy – “New” Economy

- **E-Business:** The use of electronic technologies to transact business
- **Collaboration:** People and Organizations interact, communicate, collaborate, and search for information
- **Information Exchange:** Storing, processing and transmission of information

Networking Today

The Global Community





The Old Economy – Taking Photo's

1. Buy film in a store
2. Load your camera
3. Take pictures
4. Take roll of film to store for processing
5. Pickup the film when ready
6. Select specific photos for enlargement
7. Mail to family and friends

The New Economy – Taking Photo's

- 1st Generation Digital Photography
 - Old economy (except 6 and 7) were replaced by using a scanner and emailing
- 2nd Generation Digital Photography
 - Use a Digital Camera, no film, no processing
- 3rd Generation Digital Photography
 - Your Digital Camera is now in your mobile phone, your binoculars, or palmtop computer.



Electronic Business

- Businesses increasingly perform their basic functions: buying and selling goods and services, servicing customers, and collaborating with business partners electronically
- This process is known as **electronic business (E-business)** or **electronic commerce (E-commerce)**

New Economy vs. Old Economy

Example	Old	New
Buying and selling textbook	Visit the bookstore	Visit web site for publishers and retailers
Registering for classes	Walk around campus to Departments, Registrar's office, etc.	Access campus web site
Photography	Buy film, use camera, take picture, take it for processing	Use digital camera
Paying for Gasoline	Fill up your car, go inside, pay cash or credit card	Use speed pass token; wave over the sensor and go
Paying for Transportation	Pay cash, metal tokens	Metro cards electronic cards
Paying for goods	Visit store, select item, pay, go	Use self-service kiosks
Supplying commercial photos	Use newspapers, paper, catalog, or online	Use hub-like supply chain with digitized picture

New Economy vs. Old Economy

- Example #1: Registering for Classes
 - Old Economy: You would go to the Registrar's Office on campus with a paper registration document
 - New Economy: You access your campus website, log into registration site, and electronically register for classes from anywhere

New Economy vs. Old Economy

- Example #2: Buying and Selling Textbooks
 - Old Economy: You go to the bookstore in person and buy new or sell used books
 - New Economy: You go online to the Publisher's Web site or to Web-based services such as Amazon.com to buy or sell books

New Economy vs. Old Economy

- Example #3: Photography
 - Old Economy: You use a camera with film, which you have to purchase and have developed; you mail copies of pictures.
 - New Economy: You can scan photos, make copies and e-mail them. Digital cameras require no film or processing. Digital photography and video integrated into cell phones for immediate viewing

New Economy vs. Old Economy

- Example #4: Paying for Gasoline
 - Old Economy: You pump your gas and go inside to pay using cash or credit
 - New Economy: Insert credit card at pump, receive authorization, pump gas, get receipt, drive away. Another example is Speedpass technology.

New Economy vs. Old Economy

- Example #5: Paying for Transportation in New York City
 - Old Economy: Use tokens for bus and subway transportation
 - New Economy: Bus and subway riders now use MetroCards; contactless cards that have a small radio transmitter that transmit account information to a reader

New Economy vs. Old Economy

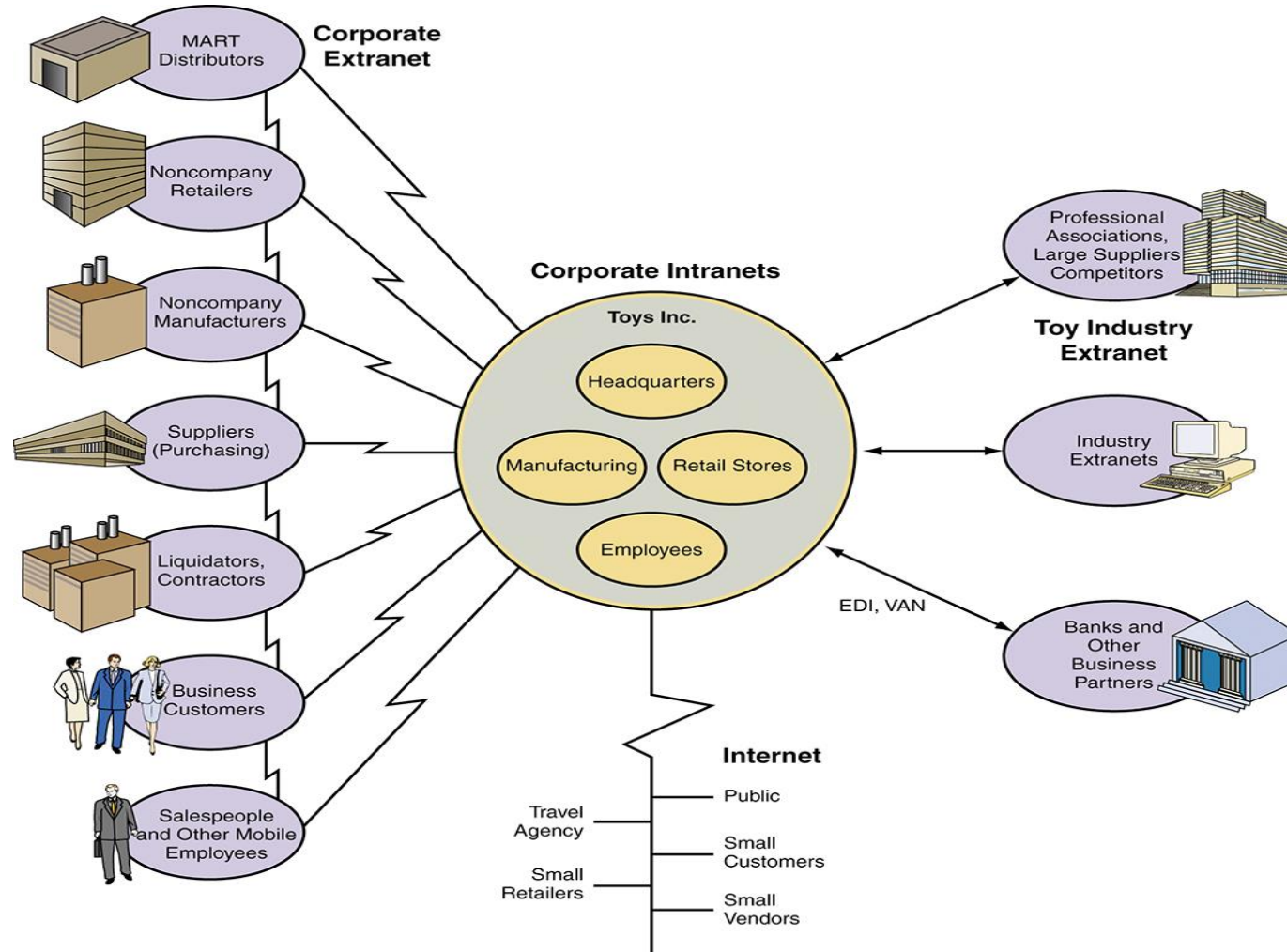
- Example #6: Paying for Goods, Checkout
 - Old-old Economy: Customer selects goods, waits in line for the cashier to key in price of items, and then pays in cash
 - Old Economy: The clerk swipes the barcode of each item and customer pays in cash, credit, or debit. Information scanned is available for immediate analysis known as *source-data automation*

New Economy vs. Old Economy

(Ex. #6 Continued)

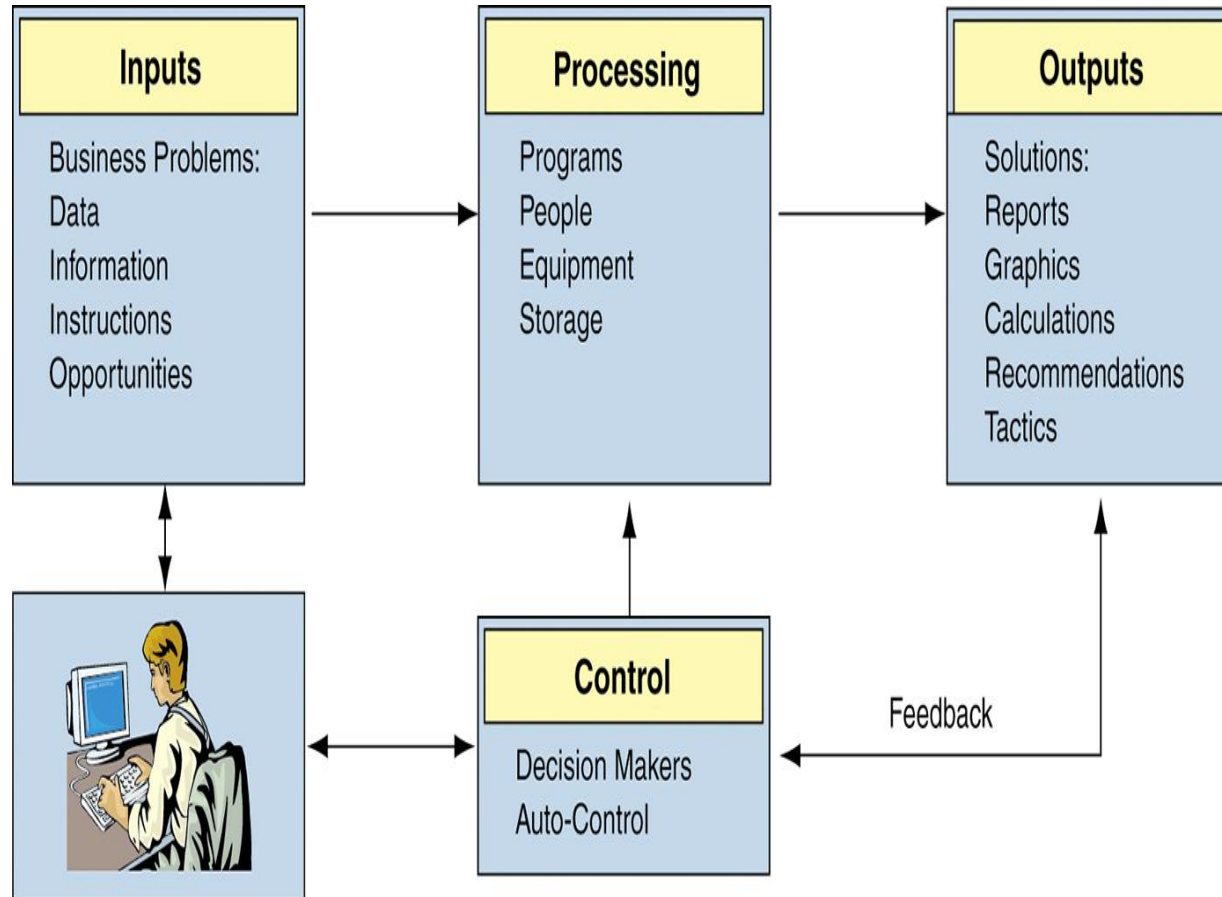
- Example #6: Paying for Goods, Checkout continued
 - Old Economy: Shoppers take their items to a self-service kiosk and swipe the barcodes themselves
 - New Economy: Wireless technology affixed to each item. Allows you to select items that pass through a scanner, which reads wireless signal, generates a bill, automatically debits your designated account for payment and you leave

Figure 1.1 Digital networked enterprise.



1.2 Information Systems and Information Technology

Figure 1.3



A schematic view of an information system.

Information System : Concepts and Definitions

An information system (IS) collects, processes, stores, analyzes, and disseminates information for a specific purpose “Application”.

- Hardware
- Software
- Data
- Network
- Procedures
- People

Information System – Primary Purpose

Collects data, processes it into information then converts information into knowledge for a specific purpose.

- Data
 - Elementary description of things, events, activities, and transactions that are recorded, classified, and stored, but not organized to convey any specific meaning
- Information
 - Data that has been organized so that they have meaning and value to the recipient
- Knowledge
 - Information that has been organized and processed to convey understanding, experience, and expertise as they apply to a current problem or activity



Information System – Classification By Organizational Structure

An information system (IS) can span departments, business units and corporations.

Basic Components of Information Systems

- **Hardware**
- **Software**
- **Network**
- **Procedures**
- **People**

Information System - Classification By Support Function

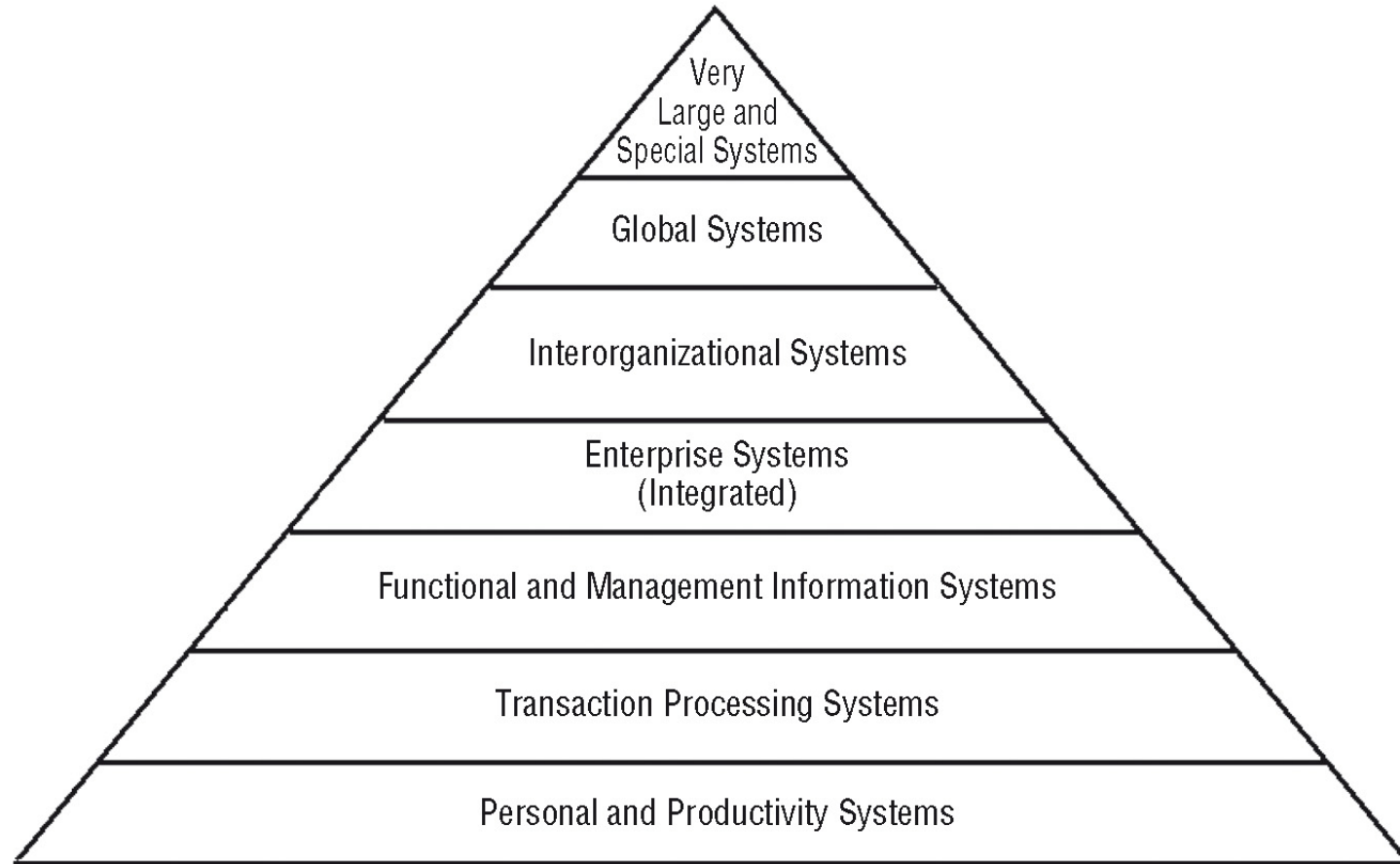
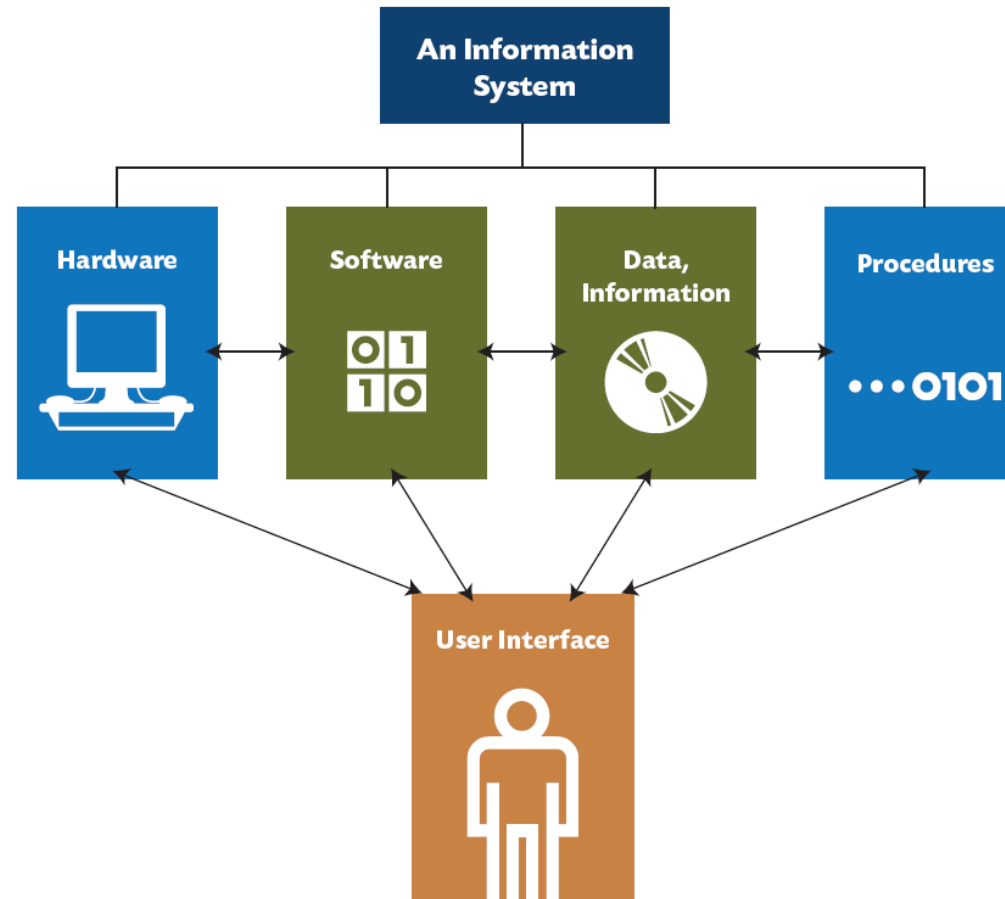


Figure 1.4



The basic components of information systems.

Teknologi Informasi di Perusahaan

Business Intelligence &
E-Commerce

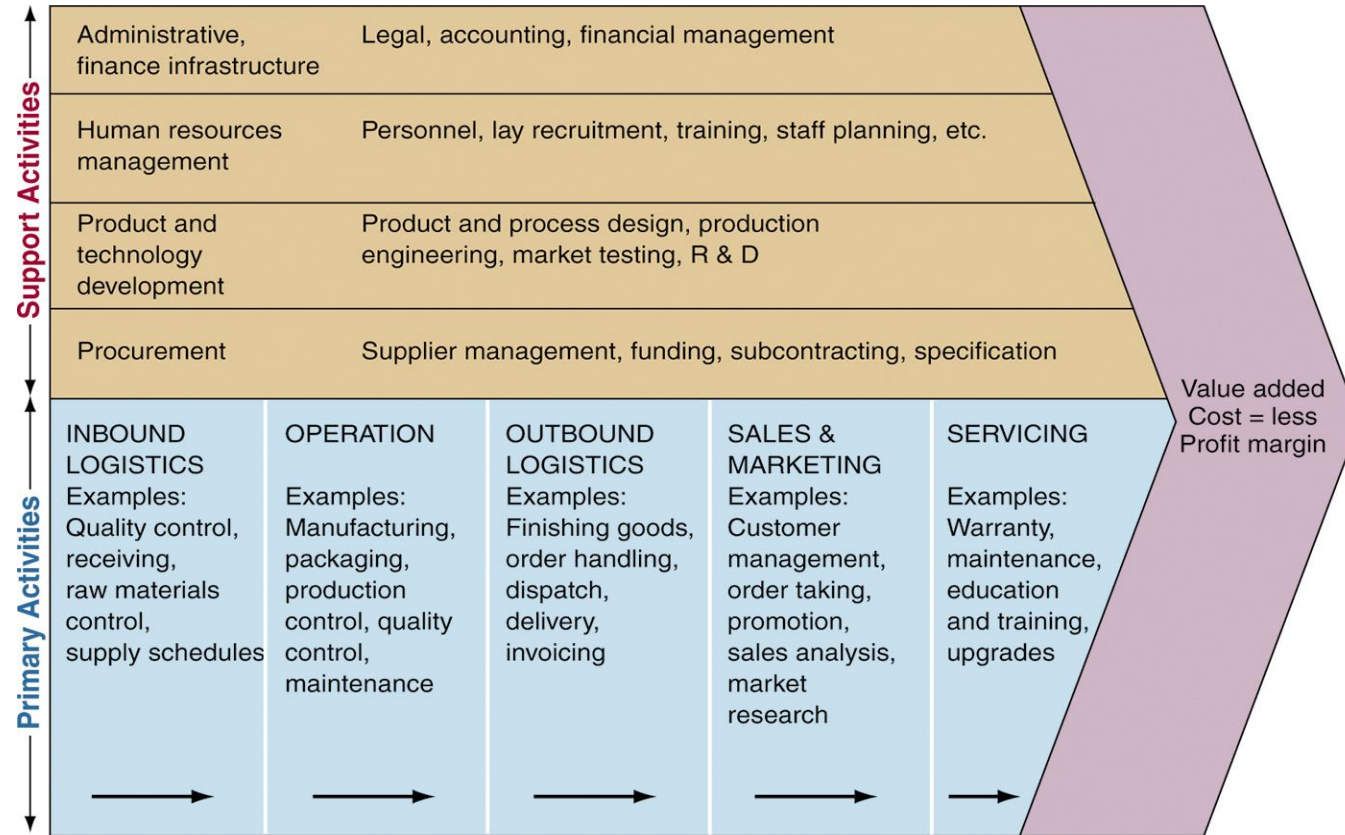
Supply Chain

Enterprise
Resource
Planning

Customer
Relationship
Management

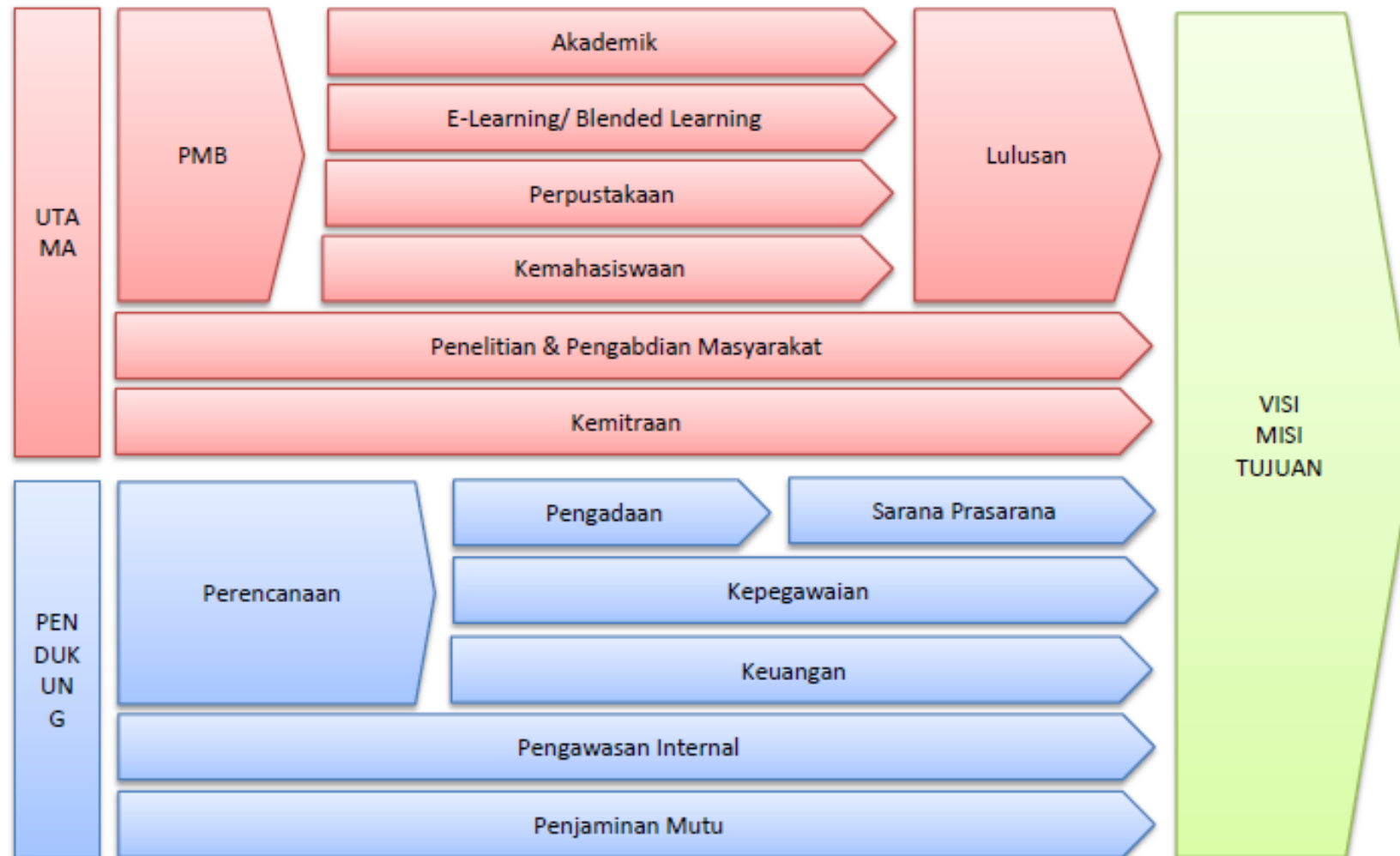
1.4 Strategy for Competitive Advantage and IT Support

Figure 1.8

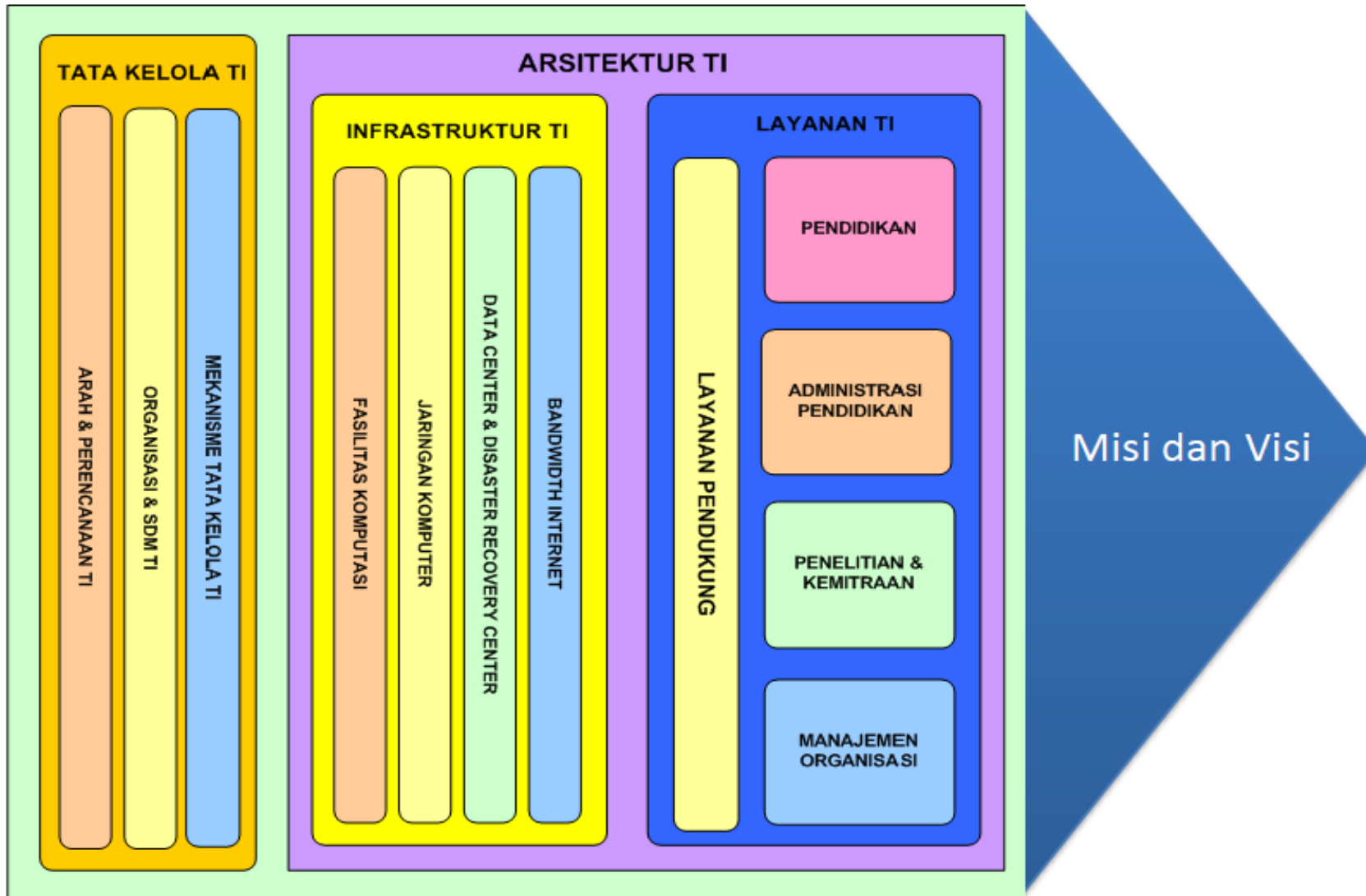


The firm's value chain. The arrows illustrate the flow of goods & services (the internal part of the supply chain). (Source: Drawn by E. Turban)

Value Chain Perguruan Tinggi

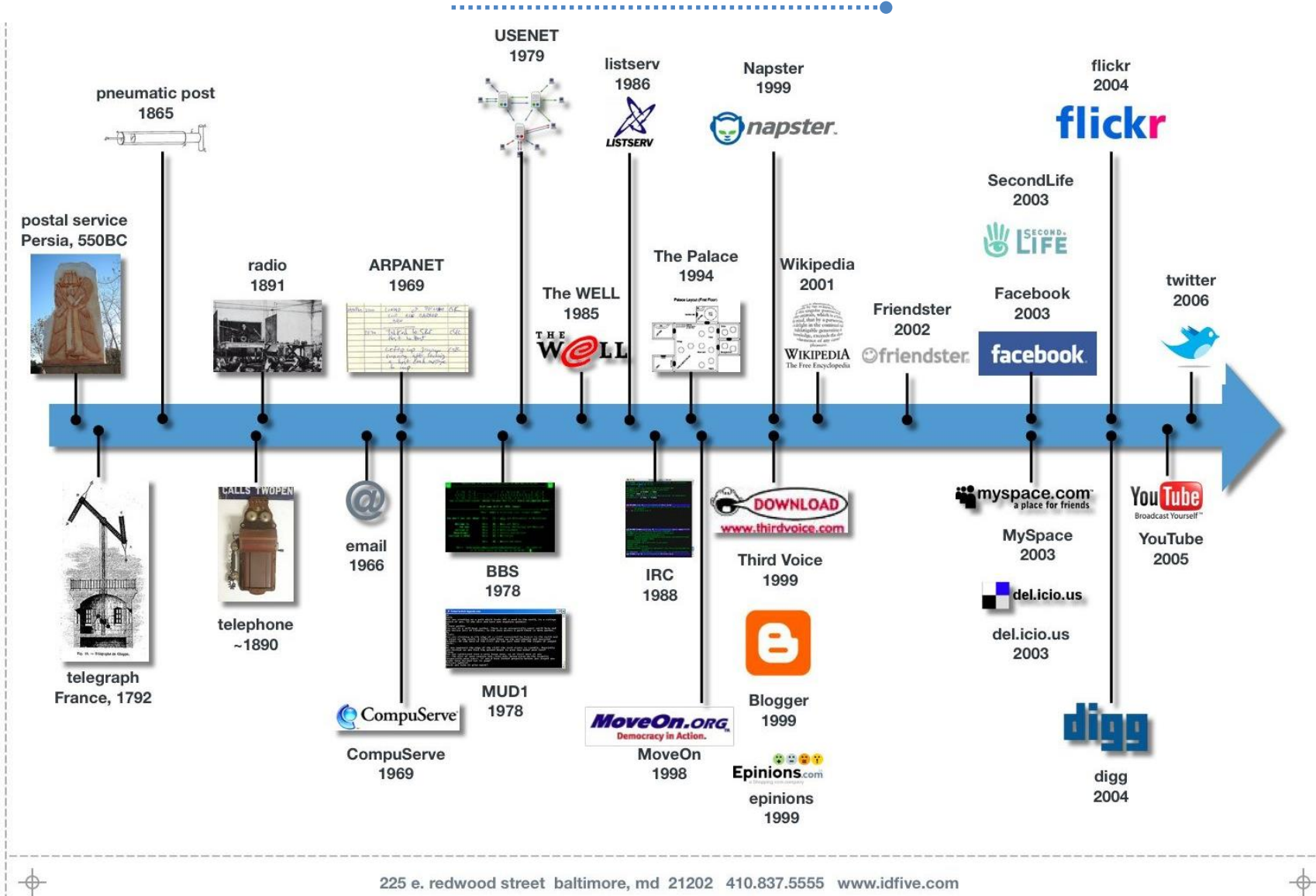


Value Chain TI Untuk Perguruan Tinggi



1.5 Social Computing and Networking and Virtual Worlds

TimeLine of Social Media



Why Should You Learn about Information Technology (IT)?

- IT is essential for work in organizations
- IT will reduce the number of middle managers
- IT will change the manager's job
- IT impacts employees at work
- IT impacts employees' health and safety
- IT is used by all departments

Why Should You Learn about IT? (Continued)

- IT provides opportunities for people with disabilities
- IT provides quality-of-life improvements
- Improvements in health care
- Crime fighting and other benefits



Managerial Issues

- Recognizing opportunities for using IT and Web-based systems.
- Who will build, operate, and maintain the information systems. How much IT?
- How much and HOW important is IT?
- Is the situation going to change?
- Globalization.

END OF PRESENTATION

Bandung, 7 Maret 2015

Eko Budi Setiawan, S.Kom., M.T.