

COMM 1800
Problem Set 5
Information Technology & Systems
Due: November 27, 2012, 11 PM EST

There are four components necessary to understanding how any business works:

- **People** – the stakeholders who stand to gain or lose by the activities of a business.
- **Process** – the core processes/activities that comprise the business' value chain.
- **Data** – the facts and figures used to run the business; the raw material used to produce information.
- **Information Technology** – the hardware and software that make business processes more efficient and productive.

It is the role of the business analyst to first understand how a business currently works and then to make recommendations for improvement.

For this assignment, you are to assume the role of a business analyst and *briefly* describe each of the four components (people, process, data, and IT) for the **Starbucks Store on the Corner**.

All assignments should be limited to one page in length and use the following outline:

Student name: _____

COMM 1800: Problem Set 5 – IT & Systems Analysis of the Starbucks Store on the Corner

1. **People:** list of all major stakeholders.
2. **Process:** list of all core processes/activities
3. **Data:** list of important data types needed to run the business
4. **Information Technology:** recommendation for use of an emerging IT that would help make the business more efficient/productive and enhanced or provide new sources of revenue.

See example (University of Virginia) on next page.

Grading criteria: assignments will be graded based on timeliness and the following:

- Parts 1-3: completeness (≥ 5 items each) and quality (major/core/important items)
- Part 4: feasibility and how well your recommendation is likely to help efficiency/productivity and enhance or provide new sources of revenue.

Honor: This is an individual assignment. You may use your class materials and the **Starbucks** website as resources. You should not discuss the assignment with your classmates or anyone else other than your professors. Be sure to pledge your assignment.

Example

Student name: Jane Doe

COMM 1800: Problem Set 5 – IT & Systems Analysis of the University of Virginia

1. **People:** applicants, high schools, students, parents, alumni, taxpayers, faculty, staff, board of visitors, state government
2. **Process:** marketing, admissions, orientation, registration, teaching, the honor system, graduation, accounting (e.g., tuition & fee payment), research, service
3. **Data:** application, student, class, transcript, employee, payroll, budget, tuition and fees, facilities, endowment
4. **Information Technology:** use of mobile technology (e.g., cell phones and PDAs) to do the following:
 - a. Market to prospective students
 - b. Allow applicants to check status of application
 - c. Allow students to register for classes, submit assignments, check grades, make electronic payments, etc.
 - d. Facilitate e-learning; e.g., distribute lecture videos, podcasts, e-books, and class notes, conduct class surveys and quizzes, etc.
 - e. Communicate with students; e.g., news, emergency notifications, etc.
 - f. With GPS capability: social networking (e.g., find team members), track student location, etc.

This recommended use of IT would help make the University of Virginia more efficient by reducing printing costs (a and e), more productive by reducing labor costs (b, c, and d), and add a new source of revenue in the form of e-learning provided to new market segments (d).

Note: there are many other forms of emerging IT that could have been used in this example (e.g., cloud computing, social networking, mobile computing, big data, analytics and business intelligence).