

Information Systems Concepts

Homework 2

If you have not already done so, read all of chapter two, taking notes. (Remember, rewriting these notes will help you study for tests.)

Based on the discussion of IS concepts in the book and in class, write a short paper dealing with the following:

- What is meant by the term “information economy”? [5 points]
- What is competitive advantage? Give examples. [5 points]
- What role does strategy play in securing and keeping competitive advantage in today’s information economy? [5 points]

- Commodore computers were once dominant in the market. Do some research on the company and explain a few reasons why they are not dominant today. [10 points]

- Regarding changes in technology altering the marketplace . . . [25 points]
 - How do they upset existing competitive advantages?
 - How might you recognize that this is happening?
 - If you owned your own business, how might you take advantage of this?

I know you’re going to ask me, “What is a ‘short’ paper?” Well, it depends. Content is far more important than length, as I do not grade by weight. I suppose short means at least three or four typed, double-spaced pages, but likely more in this case. Be complete, but don’t write a novel.

All your work should be as attractive and professional looking as you can make it. Neatness counts. Remember, I am quite obsessive and compulsive about this. Find your inner OCD and take advantage of it. Be Monk.