

Week 8 Lecture 2: Information Technology and e-Commerce

Scene #	Scene/Interaction	Narration
1	<p>Interaction Type: Conversation Scene: Classroom</p>	<p>Dr. Benson: In today's lecture, we will discuss common IT systems, processes, and security issues, and E-Commerce.</p> <p>Dr. Benson: Why should Information Technology (IT) systems be important to businesses?</p> <p>Rosa: It's to improve performance.</p> <p>Dr. Benson: Very good, Rosa! Changes in a global economy, transformation of economies, and the emergence of digital business make the use of Information Technology systems essential in business. Incorporating information technology systems in business contributes to improvements in operational excellence, the development of new products and services, business models, and customer and supplier relations.</p> <p>Ryan: What about gaining a competitive advantage?</p> <p>Dr. Benson: Yes! IT systems also help to improve decision making and a business's ability to achieve operational excellence, develop new products and services, and improve on customer relations would increase their chances to gain competitive advantage.</p> <p>Dr. Benson: Does that help?</p> <p>Ryan: Yes, Professor! Thank you very much for the explanation.</p> <p>Dr. Benson: What are some of the examples of common Information Technology systems in the workplace?</p> <p>Cheryl: There are computers!</p> <p>Anthony: You have software and networks too.</p> <p>Dr. Benson: You are all correct. Items such as computers are hardware. These are physical tools and equipment used to collect, store, organize, process data, and distribute information. Software is a program that provides instructions to a computer in order to perform a desired task.</p> <p>Dr. Benson: Any questions? [Slight pause]. The Internet has become one of the most powerful tools available to businesses today for communication, data gathering, and managing information systems.</p> <p>Dr. Benson: Businesses use the internet and other technology to store and analyze business information. This</p>

	<p>information is managed by using specialized information systems, such as Customer Relation Management, Enterprise Resource Planning, or Sales Force Automation.</p> <p>Tonya: What is Enterprise Resource Planning?</p> <p>Dr. Benson: Enterprise Resource Planning, or ERP, is management software that allows a business to use a system of integrated applications to manage its activities. ERP software integrates all facets of an operation, including development, manufacturing, sales and marketing.</p> <p>Dr. Benson: Any questions? [Slight pause] Now to our next topic, the role of IT departments.</p> <p>Dr. Benson: The role of IT departments may vary depending on the type of business. Their most common role is to manage a business's information resources, such as providing support to all departments within the business.</p> <p>Dr. Benson: Any other questions? [Slight pause] Great! Let's discuss our next topic: common IT security issues.</p> <p>Dr. Benson: Technological advances continue to play a critical role in a business's success. For example, computer systems can run assembly lines with a few operators. Most employees in a business use computers to accomplish tasks. Businesses use networks equipped with the latest software for data management and communication. However, some of these advances are associated with threats that can be devastating to business operations. It's therefore important for businesses to be aware of these threats, and take necessary precautions. These include building firewalls to block the threats, and periodically upgrading their system, in order to safe- guard equipment, data, and other proprietary information.</p> <p>Anthony: What do you mean by threats?</p> <p>Dr. Benson: Threats include computer viruses and spyware. A computer virus is software that can be spread from one computer to another without the knowledge or permission of the user. The intent of a computer virus is to maliciously gain access to confidential information of others, delete, or corrupt important files.</p> <p>Tonya: What is spyware?</p> <p>Dr. Benson: Spyware is software that is installed on a computer without the user's knowledge or permission. The purpose of spyware is to track the user's behavior on the computer. For example, spyware might track which internet site a user visits in an effort to learn more about the person's interests.</p>
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2	<p>Interaction Type: Assessment Scene: Background graphic should look like a mobile device such as a tablet or iPad device. Include photos of scenario character "Chris" and "Erica". Use the same voice as the instructor for the narration. Make it seem as though they are listening to the teacher while looking at the assessment text on their mobile device. Show text and include audio. Assessment Type: multiple choice question.</p>	<p>Dr. Benson: Which of the following IT systems would help to improve Corner Café's business performance?</p> <p>A: IT system for managing customer seating arrangements B: IT system for managing inventory C: IT system for taking orders online and on the telephone Or, D: All of these</p>

Correct Answer: D	
2a	<p>Interaction Type: Assessment Feedback Scene: Same as assessment, however please change the character images to express the look of an incorrect answer if the answer given is incorrect, or a correct answer if the answer given is correct. Also show the feedback in text form as well as audio. Number of Attempts: 1</p>
3	<p>Interaction Type: Conversation Scene: Classroom</p> <p>Feedback Answer A: This is not an appropriate answer. Although IT system for managing customer seating arrangements would help improve performance, there is more than one option. The correct answer is D. All of these, IT systems for customer seating arrangement, managing inventory and taking orders would be beneficial to the business.</p> <p>Feedback Answer B: This is not an appropriate answer. Although IT system for managing inventory would help improve performance, there is more than one option. The correct answer is D. All of these, IT systems for customer seating arrangement, managing inventory and taking orders would be beneficial to the business.</p> <p>Feedback Answer C: This is not an appropriate answer. Although IT system for taking orders online and on the telephone would help improve performance, there is more than one option. The correct answer is D. All of these, IT systems for customer seating arrangement, managing inventory and taking orders would be beneficial to the business.</p> <p style="background-color: yellow;">Feedback Answer D: Correct! All these, IT systems for customer seating arrangement, managing inventory and taking orders would be beneficial to the business.</p> <p>Dr. Benson: Let's look back at today's lecture. We learned the importance and benefits of IT systems to a business. We also discussed some of the threats associated with technology, and the benefits and threats in E-commerce.</p> <p>This concludes our lesson.</p>