Business Technology & Intelligence

Week 1

August 21

Structure – Hybrid Course

- Thursdays at 8:00 (007) or 12:30 (006) a.m.

- Tuesdays – no class, work on projects or other assignments

Concepts
- What is? and Why is

  Information Technology and Intelligence important to all Business Majors

Structure – Hybrid Course

◘ Recommend you block the same time block (on Tuesdays) to get a lot of work done for the course

■ Read Chapters

■ Work on Excel / Access Homeworks

■ Graduate Assistants available to assist (soon)

Class Web Site
Google – UNCW MIS 213

- Your source to keep you on track

- **Calendar on WebSite and Canvas**
- Links to PDF's for major assignments
  - (or Case Workbook)
- Links to Study Guide
- Links to Entropy

MIS 213 / Fall 2025

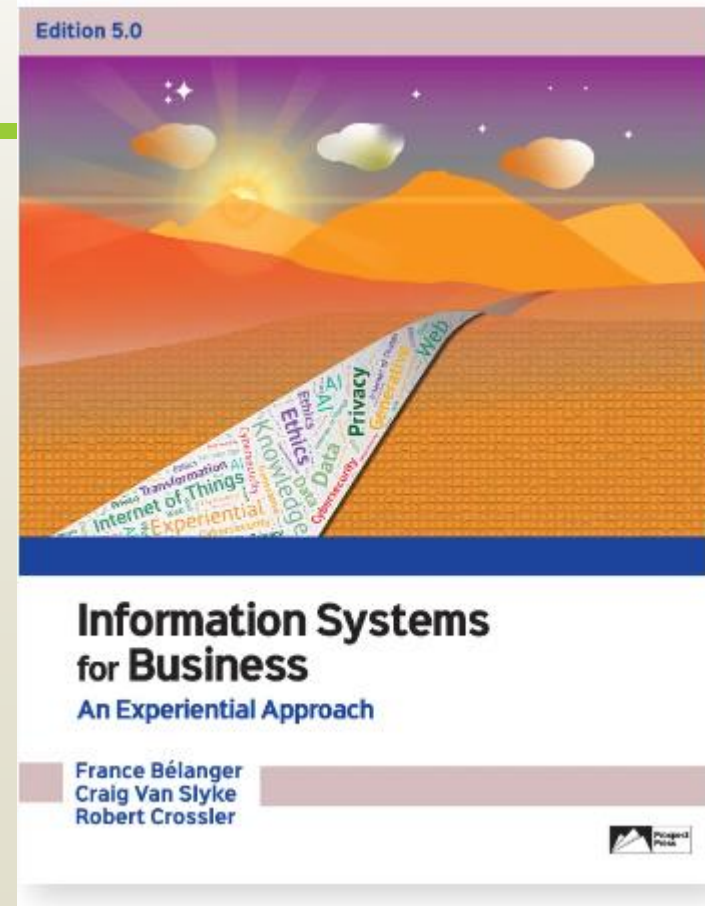## Business Technology and Intelligence

Email - janickit @uncw.edu

[Class Website](#)

RESOURCES

If you have trouble connecting, check your wireless network, must be hawkwifi
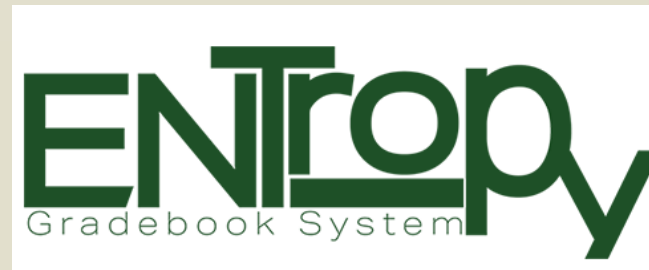
Learning Concepts

- $53 for e-Version (5th Edition)

- $79 for paper Version

- Details on syllabus

Edition 5.0

Information Systems for Business
An Experiential Approach

France Bélanger
Craig Van Slyke
Robert Crossler

Structure – Entropy Gradebook

- Canvas is used only as a Calendar resource

- Will use **Entropy** as it provide for grading of your Excel & Access Projects

- Google UNCW Entropy

Course Evaluation

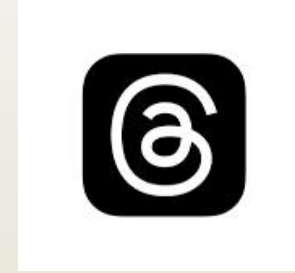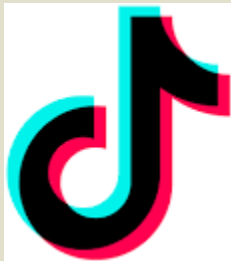See Syllabus for Details and Breakdown

Attendance

- If you are unable to attend class, **you do not need to send me an email, unless it is an excused absence**

- Will post the key slides from the Thursday class later that same week

- Can stay current with
  - Projects – most are due on Tuesdays
  - Mini Quizzes on TextBook Chapters, most are due on Thursdays

OVERVIEW

How do you use technology
to improve your quality of life?

Three major technologies will impact our future What do these refer to?

- 5G/6G

- IoT

- AI

5G/6G (Fifth Generation Cellular Networking)

- ▫ 5G is considerably better at handling information than prior generations of cellular networking.

Internet of Things (IoT)

- Refers to an almost limitless network of connected sensors that are embedded in physical objects.

- Examples?

Internet of Things (IoT)

Application	Percentage of IoT applications
Security and surveillance	40%
Industrial automation & manufacturing	39%
Process automation	39%
Environmental, social, & corporate governance	33%
Advanced measurement infrastructure & smart meters	32%
Connected consumer electronics	29%

AI (Artificial Intelligence)

- **Artificial Intelligence (AI)** is a family of technology that approximates human cognitive abilities.

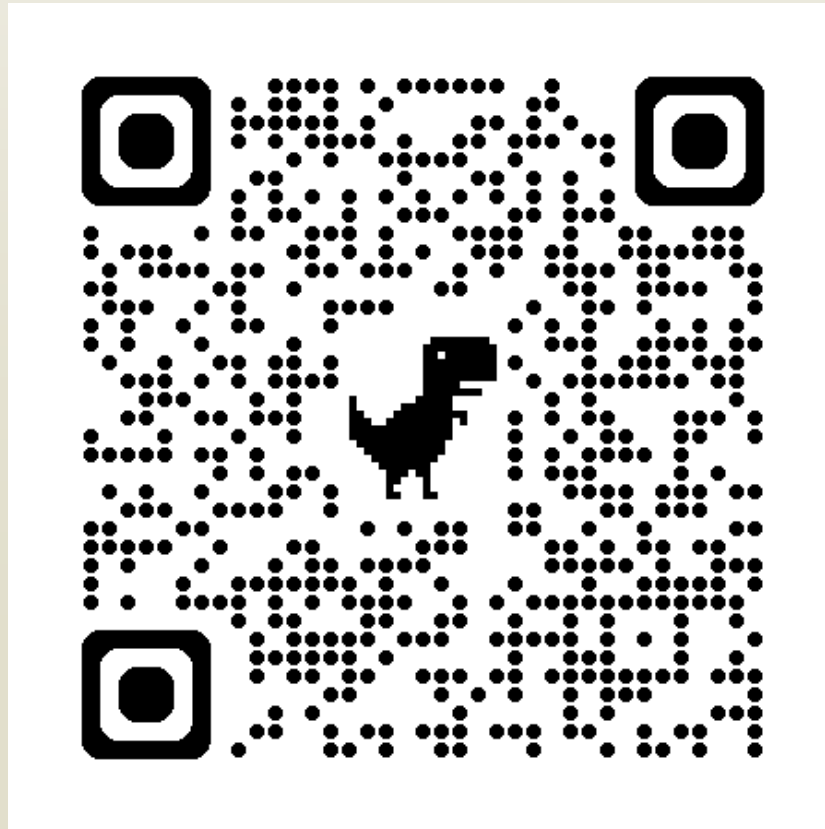- What is your current level of understanding / uses?

TOOLS

Register with Poll Everywhere

1. Click on the Project 1 PDF and the link in the PDF (off class web site)
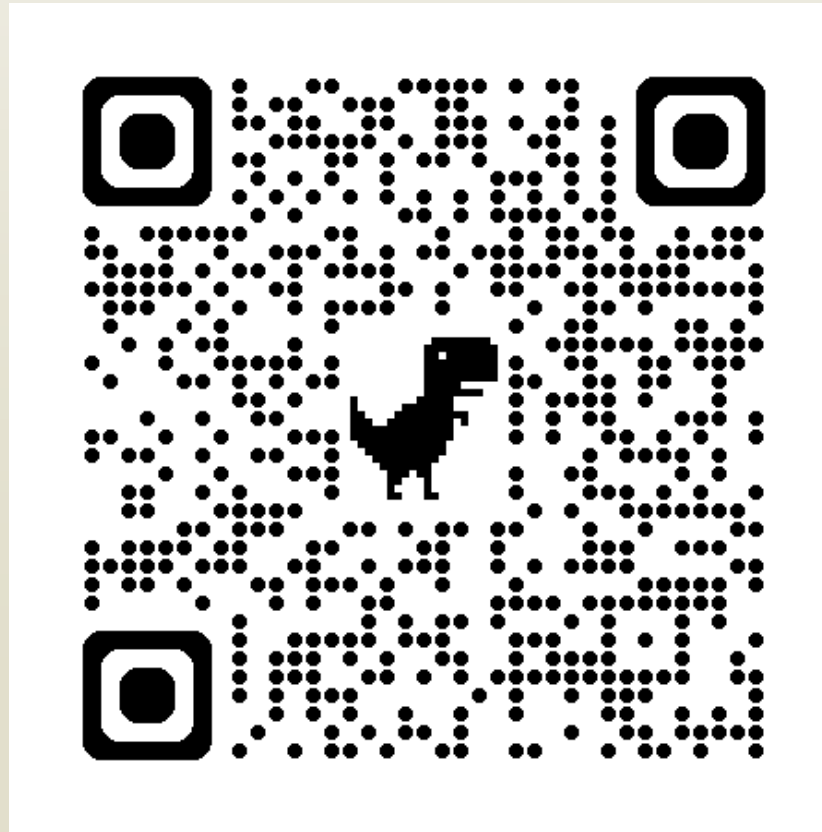
Try to do a poll (Test your registration!)

(8 AM Course)

Try to do a poll (Test your registration!)

(12:30 PM Course)

Chapter One

The Value of Information

COMPETING IN THE INFORMATION AGE

- Examples of the power of business and technology

  - **Amazon**

  - **Netflix**

  - **Uber**

COMPETING IN THE INFORMATION AGE

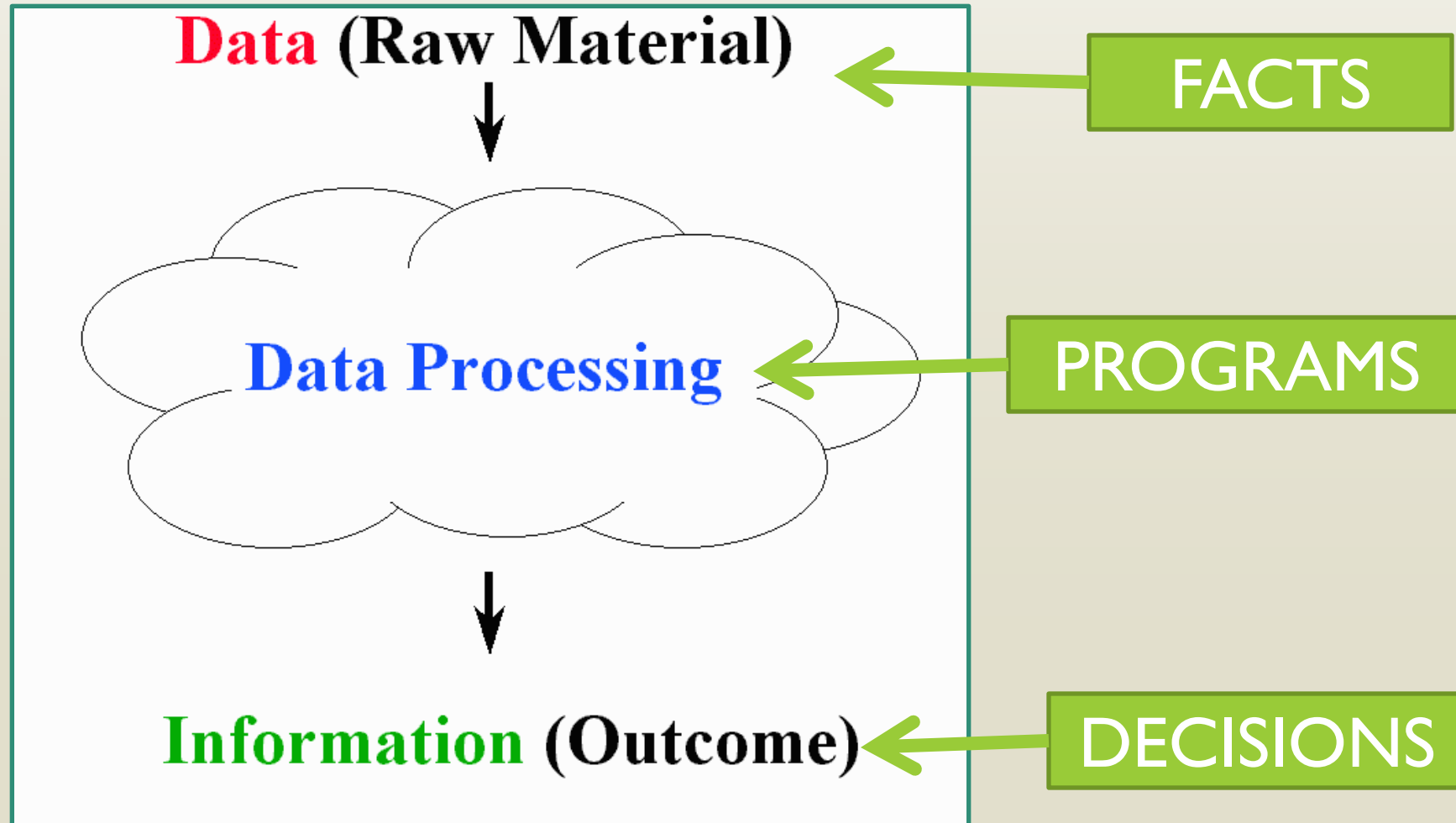- The core drivers of the information age
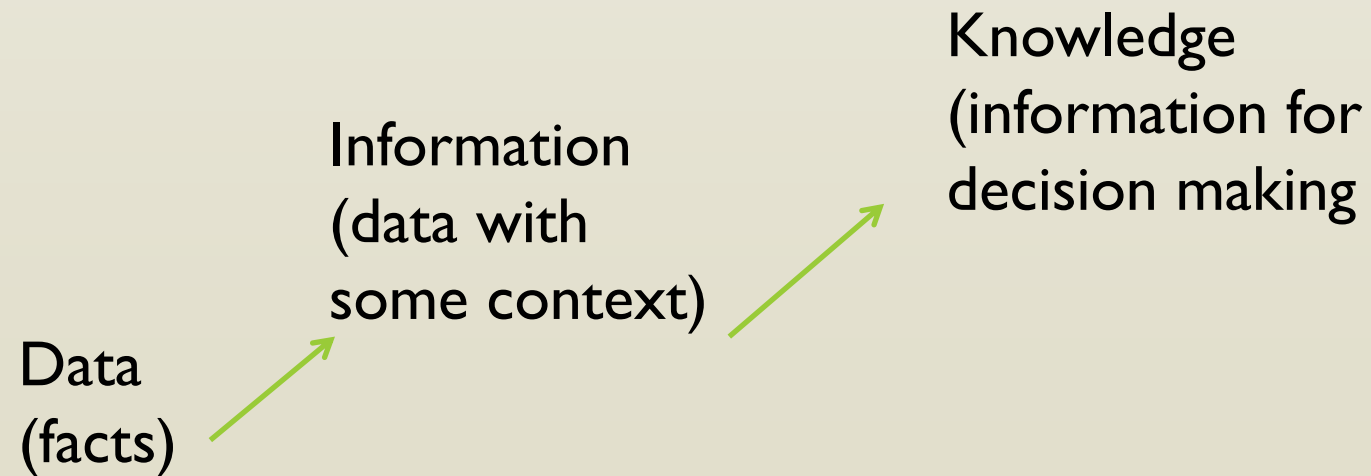 - Data
  - Information
  - Knowledge

Data is processed into Information

Data Information Knowledge Hierarchy

Knowledge
(information for
decision making

Information
(data with
some context)

Data
(facts)

Knowledge

- **Knowledge** - Skills, experience, and expertise coupled with information and intelligence that creates a person's intellectual resources

- **Knowledge worker** – Individual valued for their ability to interpret and analyze information

Information System Definition

- Set of interrelated components that collect, process and disseminate data and information to provide a feedback mechanism to meet an objective.

Business Uses of Information

- Communication
- Support processes (i.e. ordering, shipping)
- Decision making

Some businesses also use information as a product.

Changing Org Structures

- Less employees

- Less managers

- Movement from manufacturing to service to knowledge workers

Employers want IT Competency

- 83% think computer competency skills are important or very important to hiring
- 96% want word processing
- 86% want basic spreadsheet
- 83% want basic database
- 75% want basic presentation skills

Challenges to businesses requiring more integration of their information needs

- Cultural
- Language
- 24 / 7 Business
- Infrastructure
- Currency
- Laws
- Hackers

Concept #1

- Value of information is directly linked to how it helps **decision makers** achieve the organization's goals

Concept #2

□ System users, business managers, and info systems professionals must work together to build a successful information system

Concept #3

- Use of Information Systems **add value** to an organization and may provide competitive advantage

Concept #4

□People are the key

Goal - IT Competency

- Feeling comfortable with computers

- Making technology work for you

- Intelligent consumer of hardware/software

- Be conversant in computerese

Chapter 1 - summary

- Data – Information – Knowledge

- Information Literacy important for all professionals

- Business use information for communications, process support and decision making

What should you do this week?

- Complete Poll Everywhere Registration (if you have not)

- Complete the Entropy Registration (if you have not)

- Take Mini Quiz #1 in Entropy (Registration)

- Purchase e-Book or paper-Book

- Next Week
  - Mini Quiz / Chapter 1
  - Class Discussion in Canvas

What should you do early next week?

- ◪ Read Chapter 1

- ◪ Check Entropy
  - ◪ Make sure you have completed the "Registration Mini Quiz" and have a 100 on your Entropy Progress Report