**IFMG 640**

**FINAL EXAM**

**Instructions: Please answer this essay using a Word document that you will upload into the D2L “Assignments Folder.” Since your computer will time out, you can copy out this question and take time to answer and then upload your response.**

**THIS IS TO BE AN INDIVIDUAL EFFORT AND ANSWER!! YOU ARE NOT TO SEEK ANY ASSISTANCE FROM ANYONE!! It is open-book, open-notes, and even research the internet for definitions, etc. BUT YOU CANNOT SEEK ANSWERS FROM ANY OTHER INDIVIDUAL either face-to-face or via any medium!! THEY ARE TO BE YOUR ANSWERS ALONE! You do not get extra points for pages and pages of drivel. You might lose points if you do not provide full answers to the questions. There is no “page requirement.” You write what is necessary to respond appropriately. One page is ridiculous—twenty pages is ridiculous. Please plan accordingly.**

**The deadline to upload your response is 11:00 p.m. on Tuesday, May 8.**

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**ESSAY**

You have listened to my stories that have demonstrated various concepts in decision-making regarding IS/IT decisions. Now, I want you to tell me your story.

(Your Introduction): I want you to pretend that it is 2028 and you are finally getting the chance to start up your own company. BRIEFLY tell me about the business: the industry, the number of employees, and what service or product you will offer. Will your company be privately held or will it be publicly traded? If private, do you anticipate ever going public or working with any kind of government contracts? (Only 3-5 sentences here please.)

(Your Section I): NOW tell me about the technology you will use. Will you outsource? Explain your answer. (Remember, think 10 years in the future.) If you outsource, will you choose to outsource offshore? If you outsource and your systems are breached, how will you handle it?

(Your Section II): Now assume that you will NOT outsource, what kind of architecture (mainframe, client/server, hybrid, cloud, P2P/VoiP), and hardware (include mobile devices) will you use and what will your employees need? Discuss the advantages/disadvantages of your choices and why you are NOT choosing the other options. Discuss the policies you will implement regarding mobile devices. Will you issue the devices or expect the employees to supply their own devices? What are the pros and cons of each option? Discuss Policies you plan to create/enforce and Best Practices that you anticipate and the differences.

(Your Section III): Will you have an Enterprise-Wide System? Discuss the options and why you will or will not use each. (Hint: TPS, ERP, CRM, SCM)

(Your Section IV): What kind of database(s) will you use and what kind of data will you need to capture? Will you need a Data Warehouse and/or Data Mart? Why or why not? Will you mine the data and if so, what kind of patterns will you be seeking? Explain.

(Your Section V): What kind of security will be needed? Do any laws apply to you on this issue? Will you monitor your employees’ transmissions? Why or why not? What kind of policies will you create regarding security and compliance with the laws? Will you use biometrics? Discuss viruses, accessibility, piracy, possible consequences (think Target).

(Your Section VI): Will you have an Ethics Policy? Why or why not? Do ethics matter? Why? What kinds of laws will you need to pay attention to and why?

(Your Section VII): Discuss your Disaster Recovery and Business Continuity plans.

(Your Section VIII): Discuss the impact you expect Social Media will have on your business. (Remember to define and discuss characteristics.) Social Media is not going to disappear. How would you deal with the criticism of a commenter on a Social Media website? Will you use social media? Why or why not? If so, for what purpose? How do you plan to market your company? Do you anticipate an online presence, a brick-and-mortar presence, or a combination? Will this impact your marketing strategy?

(Your Section IX): What about digital money? Do you think we will be using some version of digital money? Will we still have currency as we know it? What will we be using?

(Your Section X): The following could be “environmental concerns” or issues surrounding your company that might impact your decisions. These issues come from areas such as political, technology, ethical, government, etc. What do you anticipate will be happening with internet speeds and capabilities? Will Net Neutrality affect your business? Will the Dark Net grow or diminish? Will we be paying more for the internet? Will we be taxed on our usage or what we purchase on the internet? What kind of businesses/industries will become extinct in 10 years because of the internet? What kind of opportunities will be available because of information systems?

(Your Section XI): Is there anything that you anticipate implementing or using that will be innovative in your chosen industry/career that will provide your company with a competitive advantage? How will you achieve a competitive advantage?

**SECTION III** – This question will not be graded and will have no impact on your grade, so please feel free to share freely (if you trust me). I use these answers when I prepare future classes. Thank you for your feedback.

Do you feel that you learned anything in this class? Please explain. What topics did you most enjoy and feel will provide value to your future decisions? What topics do you feel were not as important to the class? What topics do you think should be added to the course?