





Relevance of Studies

Practical Side

- For planning, designing and implementing IT solutions for people in organizations
 - You need to know how people work in organizations
- For planning, designing and implementing IT systems as management support tool.
 - You need to know how management works in organizations.
- For running IT projects with people in organizations
 - You need to know how people work effectively in teams.

Theoretical Side

- Appreciating the business value and human cost of IT systems.
- Understanding IT systems as an expression of a particular theory of management.
 - IT systems inherit management agenda
 - Value of IT systems is only meaningful within a given management agenda.
 - IT systems may inherit any political, social or ethical critique of the management agenda

Your Experience with Organizations

Types of Organization

- Families
- · Schools & Colleges
- · Religious Organizations & Charities
- Clubs & Unions
- Political Parties & Governments
- Work: Offices, Shops & Factories
- · Consumer: Banks, Shops, Internet

Typical Role

- Participant / Observer
- Volunteer / Conscript
- · Insider / Outsider
- Manager / Managed
- Team Member / Individual

Your Future with Organizations

Types of Organization

- Business: Commercial & Industrial
- Public Administration, Police, Armed Forces
- Not-For-Profit, Campaigning, Missionary
- · Arts & Sports
- Task Force, Team, Project, Programme
- · Joint Venture, Partnership

Possible Role

no ranking implied

- Founder / Director / Entrepreneur
- Manager / Employee
- Elected / Appointed Official
- Team Leader
- Consultant
- System Engineer
- · Researcher / Reporter

Course Etiquette

Relevant to this course

- The structure and performance of a given organization
- The style and effectiveness of its leadership
- Changes to organizations over time

Not relevant to this course

- Criticism of the mission or morality of a given organization
- Criticism of the intelligence or character of any public figure
- Cultural criticism

Course Injunction

Required for this module

- You may have studied any of these topics previously (e.g. at A-level). You may recognize some of the buzz-words.
- Now you are at university, your understanding and use of these concepts should be
 - broader
 - deeper
 - more integrated
 - more critical

Intellectual and social development

- Independent study -- you are not always going to be told what to read, or what to think.
- Extend your ability to appreciate and balance different points of view.
- Make and justify your own judgements.
- Develop clearer powers of expression.

Fundamental Business Concepts

Concepts

- Asset / Liability
- · Profit / Loss
- Cost / Benefit / Risk
- Goal
- Transaction
- Information
- System

Modulators

- · Financial / Non-Financial
- Formal / Informal
- Tangible / Non-Tangible
- Explicit / Hidden
- Thus for example, we have financial transactions with explicit results, but we also have social transactions with hidden results.

Common **Business** What (if anything) is **Business** fundamental about these Structures & structures and patterns? **Activities Patterns** Direction & Management Value Chain Management Reporting Marketing Structure Production - Hierarchy Measurement - Counting & Matrix Accounting Chart of Accounts Innovation & Problem-Solving - Cost Centre Communication - Profit Centre Supply Chain Component-Based Business

Perspectives on Business Fundamentals

- Ecology
 - Competition, Survival of the Fittest
- Economics
 - Decision theory, Preference theory, Utility theory
- Engineering
 - How is a business constructed and maintained as a socio-technical artefact?
- Geography
 - How do businesses differ in different parts of the world?

- History
 - How have businesses changed over time?
 - How have businesses changed in living memory?
- Politics
 - Lobbying, Regulation
- Psychology
 - People, Group Dynamics
- Sociology

Fundamental
Business Issues

- Competition
- Responsibility
- Sensemaking
- Value