

ERP implementation at Geneva Pharmaceuticalsⁱ

[Chapter 1] Introduction to Information Systems

- Why is an ERP system an Information System? When explaining please use a common definition of Information Systems. Use systems theory to explain your claims.

[Chapter 2] Organizational Strategy, Competitive Advantage, and Information Systems

- Analyze Geneva's business / IT strategy according to Porter's Competitive Forces Model.
- Identify effective IT responses to different kinds of business pressures of Geneva. What is the link to its business strategy? 20 years later – In what direction would Geneva's IT strategy change?
- Discuss the role of BPM in each of the three project phases of Geneva's ERP implementation.

[Chapter 5] Data and Knowledge Management

- Think of upgrading the current ERP implementation towards business intelligence. What needs to be done, what should be in place in terms of processes, architecture etc..? Please describe the link between the ERP system and Business Intelligence.
- What specific benefits would Geneva encounter when implementing a Knowledge Management System?
- What suggestions do you have for Geneva's management for managing the implementation of Phase III? Note that Phase III requires data and process integration of unprecedented scale, and involves novel processes not previously tried out at Geneva.

[Chapter 10] Information Systems Within the Organization

- Discuss why Geneva decided to implement an ERP system. Describe the benefits that the company realized after deploying its ERP system.
- Think of 3 years after implementation – Geneva would need to upgrade its current ERP system. Discuss pros and cons for upgrading to the next ERP version.
- Please discuss five major future issues in ERP for the year 2020.

[Chapter 12] Business Analytics

- Specify possible Business Analytics applications for Geneva Pharmaceuticals available to users for data analysis, and provide examples of how each one might be used to solve a typical business problem.

[Chapter 13] Acquiring Information Systems and Applications

- Tease out the differences between the implementation of an ERP system using a standard process model and the specific ASAP-methodology used by Geneva in phase 1.
- What is the difference between the implementation of an off-the-shelf ERP system and the implementation of individually programmed systems (in terms of the underlying SDLC model)?
- What went wrong in Geneva's first phase and what did Geneva change to move the project back on track in phase two, which was considerably more complex than Phase I? Identify and discuss the three most important issues and its countermeasures.

[Technology Guide 3] Cloud Computing

- Software-as-a-Service ERP Implementation: Discuss pros and cons of implementing an ERP system via cloud solutions. Why or why not is it an option for Geneva Pharmaceuticals?

ⁱ Sample case questions related to textbook, Introduction to Information Systems by Rainer et.al. 2014 -2019.