ENGLISH FOR INFORMATION SYSTEMS AND BUSINESS

Dr. Sukris Sutiyatno, M.M., M.Hum.

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KATA PENGANTAR

Perkembangan ilmu pengetahuan dan teknologi, industri, perdagangan dan bisnis telah mempengaruhi para pembelajar dan para pelaku bisnis untuk menguasai bahasa yang berkaitan dengan dunia bisnis. Hal tersebut semata-mata tidak hanya untuk kepentingam akademis tetapi juga untuk tujuan kepentingan bisnis dan memperoleh lapangan pekerjaan. Peranan bahasa inggris dalam dunia bisnis pada saat ini semakin mendapatkan pengakuan secara luas sehingga penguasaan bahasa Inggris mutlak diperlukan

Demikian pula pada era informasi dan globalisasi saat ini Bahasa Inggris mempunyai peran yang sangat penting dan strategis dalam segala sendi kehidupan baik pendidikan demikian pula dalam dunia bisnis. Bahasa Inggris di samping sebagai bahasa Internasional juga mempunyai peranan yang sangat penting terhadap perkembangan ilmu pengetahuan dan teknologi.

Bagi seorang pelajar atau mahasiswa menguasai bahasa Inggris menjadi tuntutan untuk pengembangan kapasitas ilmu mereka, karena mereka harus mampu memahami teks-teks yang banyak menggunakan bahasa Inggris sehingga mereka dapat menyerap ilmu pengetahuan dan teknologi dari sumber aslinya. Demikian pula untuk kepentingan karier mereka setelah lulus dan melanjutkan studinya ke luar negeri. Penting bagi pelajar dan mahasiswa tidak hanya mempelajari bahasa Inggris secara umum namun harus juga menghubungkannya dengan bidang ilmu yang sedang mereka pelajari. Pada saat ini faktanya kemampuan Bahasa Inggris mahasiswa Indonesia khususnya yang non English Department masih lemah sehingga banyak di antara mereka yang tidak bisa melanjutkan studi keluar negeri walaupun kemampuan akademiknya sangat baik namun kemampuan bahasa Inggrisnya masih lemah dan tentu perlu ditingkatkan kemampuannya.

Pembelajaran *English for Specific Purpose* (ESP) lebih menekankan pada sesuatu di luar bahasa melalui media bahasa.

Pernyataan ini memandang bahwa penguasaan bahasa Inggris merupakan ketrampilan khusus yang sebaiknya dikaitkan dengan suatu bidang ilmu tertentu (yang sedang dipelajari) dan untuk kepentingan kerja dimasa yang akan datang. Dengan demikian Pembelajar mampu mengaplikasikan penguasaan bahasa Inggris-nya dengan bidang ilmu-nya secara kontekstual. Jadi, tidak seperti belajar bahasa Inggris secara umum, ESP adalah suatu sarana dan bukan tujuan dari pembelajaran dan pengajaran bahasa.

Saya menyambut baik kehadiran buku ini mengingat saat ini masih belum banyak buku ESP yang berhubungan dengan Sistem Informasi dan Teknologi Informasi. Buku "*English for Information Systems and Business*" yang ditulis oleh Dr. Sukris Sutiyatno, MM., M.Hum ini berhubungan dengan peran dan aplikasi system informasi dan teknologi informasi dalam dunia bisnis modern. Dengan membaca buku ini, pembaca dapat meningkatkan pemahaman terhadap perkembangan manajemen bisnis di era digital saat ini dan sekaligus dapat meningkatkan dan memperbaiki kompetensi bahasa Inggris.

Saya berharap buku ini dapat memperkaya dan menambah referensi bagi para guru, dosen, mahasiswa dan pelajar untuk memperbaiki dan meningkatkan penguasaan bahasa Inggris yang berhubungan dengan system informasi dan bisnis.

Dengan mempelajari buku ini pembaca diharapkan akan lebih mengenal dan memahami istilah-istilah yang berhubungan dengan system informasi dan bisnis dalam bahasa Inggris. Beberapa topik sangat menarik akan anda temukan dalam buku ini misalnya *E-Commerce, Business-to-Consumer (B2C) Electronic Commerce, Executive Information Systems (EIS), Using Digital Media in Business, Digital Media and The Marketing Mix* dan topik-topik lainnya.

Materi buku menekankan pada *reading comprehension* yang disertai dengan pertanyaan-pertanyaan untuk mengukur pemahaman pembaca dan diperkaya dengan *Grammar* dan *structure* beserta contohnya serta *vocabulary* yang berhubungan dengan system informasi dan teknologi informasi.

Demikian pengantar yang bisa saya berikan semoga buku ini mendapatkan sambutan dari pembaca dan tentunya akan bermanfaat bagi semua pihak.

Prof. Dr. Sukarno

PENGANTAR PENULIS

Dengan mengucap puji syukur ke hadirat Allah SWT yang telah memberikan rahmat dan hidayah-Nya sehingga penulis dapat menyelesaikan buku yang berjudul "*English for Information Systems and Business*". Buku sederhana ini ditulis untuk menambah ketersediaan sumber belajar khususnya yang berhubungan dengan pembelajaran bahasa Inggris yang dikaitkan dengan bidang ilmu tertentu dalam hal ini adalah bidang komputer yaitu sistem informasi dan teknologi informasi.

Buku yang berjudul "*English for Information Systems and Business*" disusun untuk memperkaya dan menambah referensi bagi para guru, dosen, mahasiswa dan pelajar untuk memperbaiki dan meningkatkan penguasaan bahasa Inggris yang berhubungan dengan sistem informasi dan bisnis. Dengan mempelajari buku ini pembaca diharapkan akan lebih mengenal dan memahami istilah-istilah yang berhubungan dengan system informasi dan bisnis dalam bahasa Inggris.

Materi dan isi dari buku ini dikompilasi dari berbagai sumber atau buku berbahasa Inggris yang berhubungan dengan system informasi dan bisnis. Materi buku menekankan pada *reading comprehension* dan diperkaya dengan *Grammar, structure* dan *vocabulary* serta pada akhir bab dari buku ini diberikan contoh-contoh idiom dalam kalimat. Namun demikian para pengajar baik guru maupun dosen diharapkan dapat mengintegrasikan dengan reading, speaking, writing dan structure.

Dalam kesempatan ini perkenankan penulis mengucapkan banyak terimakasih kepada semua pihak yang telah mendukung terbitnya buku ini. Khususnya kepada Prof. Dr. Sukarno yang telah berkenan memberikan kata sambutan dan memberikan masukan-masukan yang konstruktif, Dr. H. Budi Untung MM yang selalu mendorong agar setiap dosen dapat menghasilkan karya ilmiah,

teman-teman sejawat, para mahasiswa dan istri Ruswatiningsih, S.Pd. yang senantiasa memberikan doa dan dorongan serta anakku tercinta Tesla yang menjadi inspirasi penulis sehingga terselesaikannya buku ini

Saran dan kritik yang membangun dari pembaca sangat penulis harapkan untuk menyempurnakan dan memperbaiki kualitas buku ini. Selamat berkarya dan sukses selalu bagi para pembaca

Dr. Sukris Sutiyatno., MM., M.Hum

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UNIT I
BUILDING CUSTOMER FOCUSED BUSINESS

For many companies, the chief business value of becoming a customer-focused business lies in its ability to help them keep customers loyal, anticipate their future needs, respond to customer concerns, and provide top-quality customer service. This strategic focus on customer value recoqnizes that quality, rather than price, has become the primary determinant in a customer's perception of value. Companies that consistently offer the best value from the customer's perspective are those that keep track of their customers' individual preferences; keep up with market trends, supply products, services, and information anytime and anywhere; and provide customer service tailored to individual needs. Thus, Internet technologies have created a strategic opportunity for companies, large and small, to offer fast, responsive, high-quality products and services tailored to individual customer preferences.

Internet technologies can make customers the focal point of customer relationship management (CRM) and other e-business application. In combination, CRM systems and Internet, intranet, and extranet Web sites create new channels for interactive communication within a company, as well as communication with customers, suppliers, business partners, and others in the external environment. Such communication enable continual interaction with customers by most business functions and encourage cross-functional interaction with customers in product development, marketing, delivery, service, and technical support.

Typically, customers use the Internet to ask questions, lodge complaints, evaluate products, request support, and make and track their purchases. Using the Internet and corporate intranets, specialists in business functions throughout the enterprise can contribute to an effective response. This ability encourages the creation of cross-

functional discussion groups and problem solving teams dedicated to customer involvement, service and support. Even the Internet and extranet links to suppliers and business partners can be used to enlist them in a way of doing business that ensures the prompt delivery of quality components and services to meet a company's commitments to its customers. This process is how a business demonstrates its focus on customer value.

Intranet, extranet, e-commerce Web sites, and Web-enabled internal business processes from the invisible IT platform that supports this e-business model. The platform enables the business to focus on targeting the kinds of customers it really wants and "owning" the customer's total business experience with the company. A successful business streamlines all business processes that affect its customers and develops CRM systems that provide its employees with a complete view of each customer, so they have the information they need to offer their customers top-quality personalized service. A customer-focused business helps its e-commerce customers help themselves while also helping them do their jobs. Finally, a successful business nurtures on online community of customers, employees, and business partners that builds great customer loyality as it fosters cooperation to provide an outstanding customer experience.

A. Based on the reading text above, Please answer as the following questions about Building Customer and Focused Business.

1. What does the chief business value of becoming a customer-focused business lie in, for many companies?
2. What is the primary determinant in a customer's perception of value?
3. What have Internet technologies created a strategic opportunity for companies, large and small?

4. Can Internet technologies make customers the focal point of customer relationship management (CRM) and other e-business application? Give your reason?
5. What do CRM systems and Internet, intranet, and extranet Web sites create?
6. What for do customers use the Internet?
7. Do the Internet and extranet link to suppliers and business partners?
8. How to meet a company's commitments to its customers?
9. What do the business develop CRM systems for?
10. How to build great customer loyality?

B. Please substitute appropriate terms for the italicized words in the left hand column and find the correct synonyms of definitions in the right-hand column.

1. This strategic focus on customer value recoqnizes that quality has become the primary ***determinant*** in a customer's perception of value	a. Two or more people interacting
2. In combination, CRM systems and Internet, intranet, and extranet Web sites create new channels for ***interactive*** communication	b. Firm or person supplying goods
3. Using the Internet and corporate intranets, ***specialists*** in business functions throughout the	c. To care for and encourage the growth of ……

enterprise can contribute to an effective response.	
4. Even the Internet and extranet links to ***suppliers*** and business partners can be used to enlist them in a way of doing business	d. A person who is an expert in a particular subject
5. Finally, a successful business ***nurtures*** on online community of customers, employees, and business partners	e. A thing that decides whether how something happens

C. Determine which of the following statements are true and which are false. Then put T or F in the blanks.

1. ……. The chief business value of becoming a customer-focused business lies on its ability to help them keep customers
2. ……. This strategic focuses with customer value
3. ……. Internet technologies can make customers the focal point of customer relationship management (CRM) and other e-business application
4. ……. Using the Internet and corporate intranets, specialists in business functions throughout the enterprise can contribute to an effective response.
5. ……. Customers use the Internet to ask questions, lodge complaints, evaluate products, request support, and make and track their sale
6. ……. The Internet and extranet links to suppliers and business competitor can be used to enlist them in a way of doing business

7. ……. The platform enables the business to focus on segmenting the kinds of customers
8. ……. A successful business nurtures on online community of customers, employees, and business partners that builds great customer loyality

D. Vocabulary : Fill in the missing words on the sentences below with the available words in the box below

thick, fast, high-tech, compatible, flat, fast, use, compact, latest, low-tech

1. I can't use my mobile phone. The battery's …….
2. The battery isn't completely flat, but it is very ……..
3. My video camera is very easy to …….
4. My new computer has a very ……processor
5. The X 19 notebook computer features a very …….. design
6. Keeping files on paper is a ……. solution
7. My new PDA is the…… model
8. I don't think this printer is ……. with my computer
9. My laptop is only 3 centimetres ……
10. Keeping files on a computer database is a …….. solution

E. Use the correct noun or verb forms in the sentences. Look at the example in the box below.

For example: **Store (V)** A computer can **store (V)** information on magnetic tape for future use **Storage (N)** of goods are one of factor in the production cost

1. **Anticipate**
   a. The succesfull company always ……. the development of computer technology
   b. The responsive …….toward the customers's behavior will keep customers' satisfaction
2. **Produce**
   a. The Accounting Information systems can ……. a qualified report of company's performance
   b. Microsoft will launch new …….next year
3. **Prefer**
   a. The consumers' ……of product will be influenced by their purchasing power
   b. Investor will ……..to invest in the field of information technology
4. **Apply**
   a. To monitor the stock of goods, the company …….inventory system
   b. The …….of marketing information system can increase the sale
5. **Develop**
   a. The computer industry has …….very quickly
   b. The technological …….of computer hardware and software has affected the modern world
6. **Deliver**
   a. The .....cost of the product will be responsible of the consumers
   b. The on-line shop will ……the product to the consumers as quickly as possible
7. **Contribute**
   a. The ……of all employees can increase the productivity of the company
   b. The quality of service can …….the company to meet customers' satisfaction

8. Evaluate

a. The manager usually ……the quality of the products before distributing to the market
b. The … of product distribution will be done monthly

F. Time dan Tenses

Penguasaan Time dan Tenses sangat penting dalam mempelajari bahasa Inggris. Time berkaitan dengan Tense (perubahan kata kerja). Berbeda dengan bahasa Indonesia, dalam bahasa Inggris waktu berpengaruh terhadap bentuk kata kerja. Ada 16 tenses dalam bahasa Inggris yang dibahasa dalam bab 1-4 dalam buku ini

1. **Simple Past Tense** : Digunakan untuk menyatakan suatu kegiatan, kejadian atau perbuatan yang berlangsung pada waktu lampau yang dapat dijelaskan dengan pola atau struktur sebagai berikut:

   a. Positive

Subject + Verb 2nd form

   Contoh:
   Secretary typed the data of employees yesterday
   The Microsoft launched new software last year
   The Foreign company built new branch in Indonesia last month

   b. Negative

Subject + did not + Verb 1st form

   Contoh:
   The operator did not send the data of sale on time two days ago
   The experts designed new application of marketing last year
   The computer did not process data accurately this morning

c. Interogative

Yes/no: Did + Subject + Verb 1st form ?

Contoh:
Did Information system help the organization to reach the efficiency?
Did you find reservation system in travel agents?
Did inaccurate information lead a poor decision making?

Question Word + did + Subject + Verb 1st form

Contoh:
When did the company use finance information?
Why did Decision Support System help the manager to take a decision?
How did Information technology develop?

Keterangan waktu yang biasanya digunakan dalam Simple Past Tense adalah: just now/a moment ago, this morning, yesterday, the day before yesterday, last night, a few weeks ago

2. Simple Present Tense

Simple Present Tense digunakan untuk menyatakan suatu kebiasaan, atau kegiatan yang berulang-ulang. Kata-kata yang berhubungan dengan simple present tense adalah sometimes, always, usually, often, seldom, never, generally, occasionally.

a. Positive

Subject + Verb 1st form

Contoh:
Information technology developes very quickly
She specializes in systems analyst

I regard the information systems as competitive advantage of company

b. Negative

Subject + do/does + not + V 1st form

Contoh:
E-commerce does not grow very fast
They do not buy the products on line
He does not market his products on the Web

c. Interogative

Yes/no question: Do/does + Subject + Verb 1st form

Contoh:
Does Information system provide process the data speedily?
Do you often analyse the data using SPSS?
Does she receive information via an email every day?

Question Words + do/does + Subject + Verb 1st form

Contoh:
How often does the company improve LAN?
Why do you convert the data?
What does Information system produce?

3. Present Continuous Tense

Present continuous tense digunakan untuk menyatakan kejadian atau perbuatan yang sedang berlangsung. Kata-kata yang berhubungan dengan present continuos tense adalah now, at this time, at this moment, look!, dan listen!.

a. Positive

Subject + am/is/are + Verb-ing form

Contoh:
The computer industry is developing at this time
The marketers are using the internet to promote the product now
The students are discussing about the role of Information technology now

b. Negative

Subject + am/is/are + not + Verb-ing form

Contoh:
They are not using the internet as means of promotion
I am not predicting the bad impact of facebook
He is not transferring the data of economic growth at this time

c. Interogative

Yes/no question: am/is/are + Subject + V-ing form

Contoh:
Is he designing inventory information system?
Are you doing the research about e-commerce?
Are they implementing accounting information system?

Question words + am/is/are + Subject + V-ing form

Contoh:
How is the company controlling the quality of product?
What are you thinking of the benefit of computerization?
Why is the company recruiting a computer analyst?

4. Present Perfect

Present Perfect digunakan untuk menyatakan suatu perbuatan yang telah dilakukan pada waktu tertentu. Kata-kata yang berhubungan dengan present perfect adalah already, for, since

a. Positive

Subject + has/have + Verb 3rd form

Contoh:
Robot has played an important role in modern world
The consumers have sent a complaint via Intermet
The Company has distributed the products arround Indonesia

b. Negative

Subject + has/have + not + Verb 3rd form

Contoh:
The emplyees have not signed a new contract
She has not written Information technology book
The virus has not threated the data of the company

c. Interogative

Yes/no question: has/have + Subject + Verb 3rd form

Contoh:
Has E-commerce grown very quickly?
Have they identified the weakness of competitors?
Has he used Decision Suport System (DSS) to decide the problem?

Question words + has/have + Subject + Verb 3rd form

Contoh:
Why has the company implemented marketing information system?
How long has he designed accounting information system?
What have you done to develop human resource?

UNIT II
WEB-BASED DEVELOPMENT

Web development is sometimes argued to be different to others forms of systems development. This argument was heard in the early days of developing systems of the web, from around 1995, because the focus was on the user interface and the multimedia nature of the web. A new breed of developers seemed to be required who were more like graphic designers than traditional developers or programmers. This changed over time as more complex web-based systems, particularly e-commerce systems, became the norm. These still required some traditional development attributes as they usually integration with existing and legacy information systems, a knowledge of various platforms and architectures, as well as high levels of robustness and security.

Web development involves users in symmetrically communication to exchange information and undertake tasks. This is, according to Holck (2003), a view of web information systems (WIS) as 'information system' rather than as information provider, advertisement, or community. Holck provides a discussion of whether web development is different from traditional development or not and concludes, perhaps not surprisingly, that it depends on who one defines a WIS.

One aspect that was different in the early days of web-based development of e-commerce systems was that eliciting requirements presented particular problems. Requirements were not well understood and often completely unknown because the web was so new. Futher, there were no or few users, especially end-users might want, but there were few real users as yet. So how could you ask them what they wanted when you did not yet know who they were? As a result, new relationship had to be built with people and hopefully new customers found.

Frequently, requirements were only understood when a product or service was actually in the market-place after its launch. The market then responded by either using the website and undertaking transactions or not. Thus the feedback was provided trough the use of the site. The website itself had to be adapted again and again over time. In the early days of web-based development it was often about providing the market with something, it did not matter very much what was provided but it was important to provide something and then evolve it rapidly in response to market perception and feedback. It had to be a 'build it, see it, try it, change it approach'.

However, over time as more expensive was gained with web-based systems and e-commerce it became somewhat easier to contact customers. Focus groups from the marketing area were often used to help elicit and confirm requirements. Nevertheless, it remained, and still remains, a somewhat difficult and essentially 'trial and error' process.

A. Based on the reading text above, Please answer as the following questions about Web Based Development.

1. Why is Web development sometimes argued to be different to others forms of systems development?
2. What did a new breed of developers seem to be required?
3. What does web development involve?
4. Does Holck provide a discussion of web development?
5. How does the company build new relationship and new customers?
6. Does the web-based development provide market with something?
7. How does the company communicate to the customers easier?
8. What were Focus Group used for?

B. Please substitute appropriate terms for the italicized words in sentence below with the available words in the box

notion, merely, debated, obstacles, communicate, conventional, special, got

1. Web development is sometimes ***argued*** to be different to others forms of systems development
2. The focus was on the user interface and the multimedia ***nature*** of the web
3. This changed over time as more complex web-based systems, ***particularly*** e-commerce systems, became the norm
4. These still required some ***traditional*** development attributes
5. One aspect that was different in the early days of web-based development of e-commerce systems was that eliciting requirements presented particular ***problems***.
6. As a result, new relationship had to be built with people and hopefully new customers ***found***.
7. Frequently, requirements were ***only*** understood when a product or service was actually in the market-place after its launch
8. However, over time as more expensive was gained with web-based systems and e-commerce it became somewhat easier to ***contact*** customers.

C. Fill in the blanks with noun or verb forms. Please use your dictionary if necessary

VERB	NOUN
1. Argue	…….
2. Require	…….
3. ----------	Exchange
4. ----------	Advertisement
5. Evolve	…….
6. ----------	Perception
7. Adapted	…….
8. Confirm	…….

D. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box.

Question :The Experts will design robot **next year** Answer : When will the experts design robot?

1. Information technologies are deeply embedded **in your life**
2. **Your network** enables you to pull information about virtually anything from anywhere
3. You can comfortably use a computer **to perform many activities**
4. Information systems have **enormous strategic value** to organization
5. An information systems collects, processes, stores, analyzes and disseminates information **for a specific purposes**

6. Information systems are intended **to supply useful information**
7. Hardware consists of **devices such as the processors, monitor, keyboard and printers**
8. Modern organizations employ **many different type of information systems**
9. The software manipulates this information **to visualize chains of events**
10. **Marketing managers** also use Information Technology to manage their relationship with their customers

E. Would you please fill in the missing words on the sentences below with the available words in the box

expires, update, detect, scan, accesed, spam, hacker, renew, firewall,viewed

1. A websites which (in theory) cannot be ……. by a hacker is a secure
2. A person who illegally accesses somebody else's computer over the internet is called a …….
3. A websites which can only be …… by authorized people has restricted access
4. Unwanted advertising emails are popularly known as ……..
5. Software which blocks attempts by others to access your computer over the internet is called ……...
6. It's essential to ……. your anti-virus protection regularly
7. Anti-virus software can ……. your computer for viruses
8. Anti-virus software can also ……viruses on removable media, such as floppy disks

9. When your anti-virus software subscription …….
10. …it's a good idea to …….it immediately

F. Time and Tenses

1. Present Perfect Continuous

Present perfect continuous digunakan untuk menyatakan suatu kegiatan di waktu lampau dan kegiatan tersebut masih terus berlangsung sampai sekarang dan kemungkinan akan terus berlangsung sampai masa yang akan datang.

a. Positive

Subject + has/have + been + Verb-ing form

Contoh:
The experts have been doing the research about IT for five years
She has been working as analyst since two years ago
They have been developing new software for 2 years

b. Negative

Subject + has/have + been + not + Verb-inf form

Contoh:
She has not been living for five years in America
They have not been staying at the hotel since yesterday
You have not been studying abroad for five years

c. Interogative

Yes/no question: has/have + subject + been + Verb-ing form

Contoh:
Has manager been considering new strategy since yesterday?
Have they been discussing the influence of IT ?
Has he been analyzing the data of sale?

2. Simple Future Tense

Simple future tense digunakan untuk menyatakan suatu kegiatan yang akan berlangsung di masa yang akan datang. Keterangan waktu yang berhubungan dengan present future tense adalah tonight, tomorrow, next, later, the day after tomorrow

a. Positive

Subject + will + Verb 1st form

Contoh:
Information systems will reduce the cost of marketing
The company will convert raw material into finished product
Inventory control will determine how many products to reorder

b. Negative

Subject + will/shall + not + Verb 1st form

Contoh:
The computer will not dominate the activities of business
She will not store the data of finance tomorrow
I will explain the function of hardware and software clearly

c. Interogative

Yes/no question: Will/shall + Subject + Verb 1st form

Contoh:
Will you invest your money in computer industry?
Will they transfer the technology as soon as possible?
Will he steal the data of finance?

Question Words + will/shall + Subject + Verb 1st form

Contoh:
Where will you market your product?
How will the company win the competition in computer technology era?
When will Microsoft invent new software?

3. Past Continous Tense

Past continous tense digunakan untuk menyatakan suatu kegiatan yang sedang berlangsung pada waktu lampau ketika suatu kejadian lain terjadi

a. Positive

Subject + was/were + Verb-ing form

Contoh:
I was trying new system when she called me
They were talking about the multimedia when I visited them
We were analyzing the data when the manager came to the office

b. Negative

Subject + was/were + not + Verb-ing form

Contoh:
I was not losing the data when you opened your file
When She was not sending an email to him, he wrote a report
They were presenting the statistics of Internet users when The boss came

c. Interogative

Yes/no question: Was/were + Subject + Verb-ing form

Contoh:
Was the computer retrieving the data slowly?
Was the computer following the instruction well?
Were you keeping the password of your credit card?

Question Word + was/were + Subject + Verb-ing form

Contoh:
Where were you building the online shopping?
How was the director empowering the web?
What were you doing to protect the virus of computer?

4. Past Perfect Tense

Past perfect tense digunakan untuk menyatakan suatu kejadian atau perbuatan yang telah selesai pada masa lampau ketika suatu kejadian lain terjadi

a. Positive

Subject + had + Verb 3rd form

Contoh:
Yesterday I had stored the data of employees when I met him
When my friend came, I had processed the statistic of sale
They had implemented new software when the director arrived

b. Negative

Subject + had + not + Verb 3rd form

Contoh:
She had not transferred the data speedly when I called her
The company had not predicted the efficiency of new software
He had not developed information system when I entered the company

c. Interogative

Yes/no question: Had + Subject + Verb 3rd form

Contoh:
Had the computer industry grown very quickly?
Had she used DSS to solve the problem of company?
Had e-commerce changed the traditional business?

Question Word + had + Subject + Verb 3rd form

Contoh:
Why had he saved the password?
Where had they hiden the data of salary?
When had the government applied e-government?

UNIT III
USING TECHNOLOGY INFORMATION FOR STRATEGIC ADVANTAGE

Organization may view and use information technology in many ways. For example, companies, companies may choose to use information systems strategically, or they may be content to use IT to support efficient everyday operations. If a company emphasized strategic business uses of information technology, its management would view IT as a major competitive differentiator.They would then devise business strategies that use IT to develop products, services, and capabilities that give the company major advantages in the markets in which it competes.

One of the most important implementations of competitive advantage strategies is business process reenginerring (BPR), often simply call reengineering. Reengineering is a fundamental rethinking and radical redesign of business processes to achieve dramatic improvements in cost, quality, speed, ad service. BPR combines a strategy of promoting business innovation with a strategy of making major improvements to business processes so that a company can become a much stronger and more successful competitor in the marketplace.

Making radical changes to business processes to dramatically improve efficiency and effectiveness is not an easy task. For example, many companies have used cross-functional enterprise resource planning (ERP) software to reengineering, automate, and integrate their manufacturing, distribution, finance, and human resources business processes. Although many companies have reported impressive gains with such ERP reengineering projects, many others either have experienced dramatic fail-user or did not achieve the improvements they sought.

Many companies have found that organizational redesign approaches are important enabler of reengineering, along with the use of information technology. For example, one common approach is the use of self-directed cross-functional or multidisciplinary process team. Employees from several departments or specialties, including engineering, marketing, customer service, and manufacturing, may work as a team on the product development process. Another example is the use of case managers who handle almost all task in a business process instead of splitting tasks among many different specialists.

Information technology plays a major role in reengineering most business processes. The speed, information-processing capabilities, and connectivity of computers and Internet technologies can substantially increase efficiency of business processes, as well as communication and collaboration among the people responsible for their operation and management.

A. Based on the reading text above, Please answer as the following questions about "Using Technology Information for Strategic Advantage."

1. Does companies use IT to support efficient everyday operations?
2. What is the most important implementations of competitive advantage strategies?
3. Is BPR the same as reengineering?
4. What is meant by reengineering?
5. Why does BPR combine a strategy of promoting business innovation with a strategy of making major improvements to business processes?
6. Do all the companies succeed to use ERP?

7. Have many companies found that organizational redesign approaches are important enabler of reengineering, along with the use of information technology? Give examples?
8. Why does Information technology play a major role in reengineering most business processes?

B. Determine which of the following statements are true and which are false. Then put T or F in the blanks.

1. ---------- One of the more important implementations of competitive advantage strategies is business process reenginerring (BPR)
2. ---------- Making radical changes to business processes to dramatically improve efficiency and effectiveness is not an easy task
3. ---------- A company can become a much stranger and more successful competitor in the marketplace.
4. ---------- Much companies have used cross-functional enterprise resource planning (ERP) software
5. --------- The use of case managers who handle almost all task in a business process instead of splitting tasks among many different specialists

C. Fill in the blanks with noun or verb forms. Please use your dictionary if necessary

NOUN	VERB
1. …….	1. Develop
2. Implementation	2. …….
3. …….	3. Achieve
4. Innovation	4. …….
5. Distribution	5. …….
6. …….	6. Compete
7. Improvement	7. …….
8. Collaboration	8. …….

D. Vocabulary : Please fill in the missing words on the sentences below with the available words in the box

wearing, upgraded, dual, swipped, motherboard, called, webcam, draw, talks, image

1. When you pay by credit car, your card is …….
2. A loptop computer with a screen you can write on is …… a tablet PC
3. An ……. on TV or computer screen is made up of thousands of pixel
4. You can …….directly onto a computer screen with a light pen
5. A camera connected directly to the internet is called a ……..
6. The woman in the photo is ……a headset

7. She ……. to customers on the telephone all day. She works in a call centre
8. The fastest processors ……. core, which means that there are two processors working together
9. The processors and memory modules are located on the ……
10. Changing a computer's processors is not generally practical, but the memory can usually be .....

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question:The Experts designed **marketing information** systems last year Answer : What did the experts design?

1. An Information system in organization provides processes and information useful to its members and clients
2. The computer systems might be used to store data or convert the data to useful information
3. The computer can process data speedily and accurately
4. Manual systems may be less accurate because checking, procedures can be tedious, and not failure proof
5. Most of companies are using internet as means of marketing the product
6. Information systems are sometimes be regarded as providing competitive advantage
7. Computer networks became pervasive in the internet era
8. The internet could have the effect of isolating human beings from one another
9. Companies need to provide quality customer service and develop products faster and more efficiently

10. The company focuses on strategic planning and alignment of information systems to compete in the global market

F. Time dan Tenses

1. Future Continous Tense

Future continous tense digunakan untuk menyatakan suatu kegiatan yang akan sedang berlangsung di masa yang akan datang ketika suatu kejadian lain terjadi.

a. Positive

Subject + will/shall + be + Verb-ing form

Contoh:

The employees will be using an internet as media of expressing the idea

The company will be thinking of information systems security

The manager will be solving the problem of LAN

b. Negative

Subject + will/shall + not + be + Verb-ing form

Contoh:

I will not be waiting an email from the exporter tomorrow morning

She will not be chatting with her manager at 7 o'clock tonight

They will not be discussing the project of information technology

c. Interogative

Yes/no question: Will/shall + Subject + be + Verb-ing

Contoh:
Will she be implementing the business process reengineering?
Will the company be evaluating the the quality of product?
Will they discussing the role of the Websites of company?

Question word + will/shall + Subject + be + Verb-ing

Contoh:
What will you be doing with the influence of facebook?
Why will they be using the latest software?
How will the company be facing the attack of hacker?

2. Future Perfect Tense

Future perfect tense digunakan untuk menyatakan suatu kejadian yang telah selesai di masa yang akan datang ketika suatu kejadian lain terjadi

a. Positive

Subject + will/shall + have + verb-3rd form

Contoh:
The manager will have finished installing new software
She will have set the username when you call her
He will have created password when I come to the office

b. Negative

Subject + will/shall + not + have + Verb-3rd form

Contoh:
I will not have received the most reliable information
You will not have set the application software
They will not have found the new information strategic

c. Interrogative

Yes/no question: Will/shall + Subject + Verb-3rd form

Contoh:
Will you have sent an email to the consultant of IT?
Will he have signed the contract of work as analyst?
Will the experts have found the way of protecting hacker's attack?

Question Word + will/shall + Subject + Verb-3rd form

Contoh:
Where will he have distributed the product?
When will the operator have set the computer?
How will downloading have infected your computer with a virus?

3. Past Perfect Continuous

Past perfect continous tense digunakan untuk menyatakan suatu kegiatan/peristiwa yang telah mulai dan masih sedang berlangsung, ketika suatu kejadian lain terjadi di waktu lampau. Peristiwa yang kemudian dinyatakan dengan bentuk simple past tense. Lebih jelasnya dapat dilihat pada conotoh di bawah ini:

- When he analysed the data yesterday , I had been reading a history of computer
- John had been designing a new application of inventory before jane arrived
- The manager had not been using information systems before the expert got there

- By ten o'clock yesterday, She had been testing the new software
- How long had you been developing LAN before I came?

4. Future Perfect Continous Tense

Future perfect continous tense digunakan untuk menyatakan suatu perbuatan/peristiwa yang telah berlangsung beberapa lama di waktu yang akan datang dan masih sedang berlangsung, ketika suatu kejadian lain terjadi. Peristiwa yang terjadi kemudian dinyatakan dalam bentuk simple present tense. Untuk lebih jelasnya dapat ditunjukkan dengan contoh di bawah ini:

- I will have been discussing about the role of e-commerce at 9 o'clock Sunday morning next week
- By the time you come tomorrow, we will have been sending the data via an-email
- She will have been converting the data at 7 o'clock tomorrow morning
- By the next year, Computer will have been playing a great role in business world
- How long will have been you studying an information system in Australia by next year?

UNIT IV
ELECTRONIC COMMERCE

The digital economy includes electronic commerce or e-commerce which is simply the conducting of commercial transactions electronically, typically via the internet, between geographically separated parties. It may involve some or all parts of the transaction process relating to pre-sale, execution, settlement and after-sale activities. Clearly, e-commerce has been the subject of much debate over recent years, and it has been suggested that it has revolutionalized business for the following reasons: eases access to global market (known as reach); extends business hour to 24 hours, 7 days a week; reduces the costs transacting business; reduces the costs of marketing; facilitates customized one-to-one communication with customers; shortens the transaction cycle; provides a more perfect market; that is, it is easy for customers to find and compare prices (sometimes termed electronic marketplaces).

Whether this is yet a true revolution is debatable, and whether all these benefits necessarily or automatically accrue is open to question. For example, the cost of marketing is thought by some to be higher because of the broader, more diverse markets that need be covered. Further, it is argued that the need for, and thus the cost of, establishing good brands and brand images might be greater than for traditional commerce. However, after a relatively slow start, e-commerce has grown dramatically with an estimated US$ 2 trillion worth of goods and services currently traded on line. There is also view that e-commerce is really very little different from traditional commerce. The business processes are essentially the same, it is just the way that they are implemented that is different. In a few years nobody will bother to make a distinction in the way that transactions are carried out. Nevertheless, e-commerce is certainly very important and

here to say and it is likely to continue to be influential even if all early type is not quite justified.

Although e-commerce takes most of the headlines, there are non-commercial impacts of the digital economy that are equally important. In many countries there is a large public sector that is responsible for many activities. In the UK, for example, it covers transportation, education, health, regulation, employment, customs and excise, the law and the environment, together with 388 English local government authorities. Together, these department and associated agencies are responsible for a large section of the economy and a large number of employees.

The UK government has recognized the importance of actively promoting the public sector and government agencies on the Web. They regard this as a key opportunity to provide higher quality services directly to citizens at lower cost and more efficiently 24 hours a day. It is thought that government departments should be able to achieve siginificant improvements in the provision of information to the public, especially allied with the push to more 'open government' and increasing freedom of information.

But this vision is not just confined to the provision of information. Citizens should be able to conduct business with the government on line. According to a report from the National Audit Office it 'requires a fundamental transformation of many central departments' and agencies' business processes' (National Audit Office, 1999). To this end the UK government committed itself to having all public services online and available for citizents and companies by the end of 2005. Progress has been made and government predictions suggest that a significant percentage, although probably not all, services will be online by this date. It seems that all local government services and around 80% of other public services will achieve this target. The government has established something called the Government Gateway which is the hub of its 'joined-up government' initiative, and this has over 6 million citizens registered and enabled to carry out a

range of electronics services including, for example, online tax returns, claiming child tax credit, paying parking fines, checking pension entitlement, and booking a blood donor seesion of the digital economy alongside the usual more commercial elements.

A. Based on the reading text above, Please answer as the following questions about Electronic Commerce.

1. What does the digital economy include?
2. Why has e-commerce been the subject of much debate over recent years?
3. Would you please explain the advantage of e-commerce?
4. Can e-commerce reduce the costs transacting business? *Please give your reason?
5. Is the e-commerce important in supporting marketing? *Please give examples?
6. What is the importance of e-commerce for the consumers?
7. Has the e-commerce grown very quickly? Please give your reason?
8. What are non-commercial impacts of the digital economy that are equally important?
9. What is the function of Government Gateway? *How is your country?
10. Has the UK government recognized the importance of actively promoting the public sector and government agencies on the Web? Please give your reason?

B. Please substitute appropriate terms for the italicized words in sentence below with the available words in the box

developed, effects, vividly, chance, manage, larger, forcasts, get, executed, through

1. The digital economy includes electronic commerce or e-commerce which is simply the conducting of commercial transactions electronically, typically ***via*** the internet, between geographically separated parties.
2. ***Clearly***, e-commerce has been the subject of much debate over recent years
3. It is easy for customers to ***find*** and compare prices
4. The cost of marketing is thought by some to be higher because of the ***broader***, more diverse markets that need be covered
5. E-commerce has ***grown*** dramatically with an estimated US$ 2 trillion worth of goods and services currently traded on line.
6. The business processes are essentially the same, it is just the way that they are ***implemented*** that is different
7. There are non-commercial ***impacts*** of the digital economy that are equally important.
8. They regard this as a key ***opportunity*** to provide higher quality services directly to citizens at lower cost and more efficiently 24 hours a day
9. Citizens should be able to ***conduct*** business with the government on line.
10. Progress has been made and government ***predictions*** suggest that a significant percentage, although probably not all, services will be online by this date

C. Fill in the blanks with noun or verb forms. Please use your dictionary if necessary

NOUN	VERB
1. …….	1. Involve
2. Execution	2. …….
3. …….	3. Extend
4. …….	4. Reduce
5. Communication	5. …….
6. …….	6. Estimate
7. Improvement	7. …….
8. Prediction	8. …….
9. …….	9. Suggest
10. …….	10. Achieve

D. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question :She has analyzed the influence of promotion to sale by using SPSS Answer : How has she analyzed the influence of promotion to sale?

1. The company will introduce new product **next year**
2. Decisison Support Systems can help **the manager** to take a decision
3. Most of companies are using **internet** as means of marketing the product
4. Information Technology developes **very quickly**

5. The consumers felt disappointed with **the service of the hotel** last week
6. The foreign company has distributed **the product** around Indonesia
7. Business professions offer opportunity in **the area of data processing**
8. The employees quit his job **because of the poor amount of money earned**
9. Within the field of data processing you can specialize in **systems analyst**
10. **The area of marketing** offers different types of jobs, such as advertiser or seller

E. Vocabulary: Choose the correct word to fill in the space with the available words in the box

Shut, click, leave, take, background, delete, pressing, programs, operating, keep

1. Turn on your computer. It will usually…… a few minutes to boot up
2. Windows XP, Macintosh OSX and Linux are ……. systems
3. On my computer, I have a picture of my cat as the desktop …….
4. Mircosoft word, Adobe Acrobat and CorelDraw are ……or applicators
5. To open Microsoft word…… on the icon
6. I …… all my digital photos in a folder called "photo".
7. When you …… a document, it's sent to the recycle bin

8. It the computer crashes, you can try …… the restart button
9. When I have finished using my computer, I always ……. it down
10. If I …….. my computer on without using it, after a while it goes into standby mode

F. Time dan Tenses

1. Future Past Tense

Future Past Tense digunakan untuk menyatakan suatu perbuatan/peristiwa yang akan dilakukan pada waktu lampau. Lebih jelasnya dapat ditunjukkan dengan contoh di bawah ini.

- The supervisor of Information technology would come here, but unfortunately he fell sick
- They said that they would transfer the data of finance
- I should go there last night, but the computer network was broken
- The analyst said that he would maintain the computer systems

2. Future Past Continous

Future past continous digunakan untuk menyatakan suatu perbuatan/kejadian yang akan sedang dilakukan pada masa lampau. Tense ini adalah bentuk progresif dari past future tense. Untuk lebih jelas di bawah ini dijelaskan dengan contoh:

- He would be visiting the website of university at 7 o'clock tomorrow
- Internet café would not be offering internet access
- Your anti-virus software would be expiring tomorrow morning

3. **Future Past Perfect Tense**

   Future past perfect digunakan untuk menyatakan suatu kejadian/perbuatan yang seharusnya telah selesai pada waktu lampau. Lebih jelasnya dapat dijelaskan dengan contoh di bawah ini:

- I should have restricted the access last night
- She should have updated your anti-virus protection regularly
- They would have scanned the document
- You would have reformatted the files

4. **Future Past Perfect Continous Tense**

   Future past perfect continous tense digunakan untuk menyatakan suatu kejadian/perbuatan yang seharusnya sudah sedang berlangsung beberapa lama di waktu lampau. Lebih jelasnya diberikan contoh di bawah ini:

- I should have been downloading the article of information system for 2 hours, yesterday
- We should have been discussing about the role of computer in business for 3 hours, last week
- He should have been visiting the websites of foreign company for 30 minutes, last night

UNIT V
STRATEGIC MANAGEMENT AND INFORMATION SYSTEMS

Although strategic management and Information Systems developed in parallel over the last 50 years, the two fields have also had substansial impact on each other. The interaction and co-evolution of the two fields have experienced significant increase in recent years.

The short history of computer Its development can be divided into three areas: the mainframe era from the 1950s to the 1970s, the microcomputer era from 1980s to the early 1990s, and the internet era from 1990s to the present. The mainframe is characterized by centralized computing, where all computing needs were serviced by powerful computers at the computer center. The proliferation of microcomputers led to decentralized computing. Computing resources become readily accessible to more users. This is a period that witnessed improved user performance and decision-making quality. When computer networks became pervasive in the Internet era, decentralized computing evolved to distsributed computing, where computing resources are located in multiple sites, as in decentralized systems, but all of the computing resources are connected trough computer networks. People in the internet era are far more empowered than in previous eras, because they have access to not only technology tools as before, but also to shared knowledge from others.

Clearly, the role of business IS has evolved and expanded over the last 5 decades. Early systems in the 1950s and 1960s were used primarily for dealing with business transactions with associated data collection, processing and storage. Management Information Systems (MIS) were developed in the 1960s to provide information for managerial support. Typical MIS are report capabilities. Decision support systems (DSS) first appeared in the 1970s. They offer various analytical tools, models and flexible user interface for decision support at solving difficult problems, such as planning forecasting and

scheduling. Executive support systems (ESS) are specialized DSS designed to support top-level management in strategic decision making.

The 1990s saw an increased emphasis on Strategic Information Systems as a result of the changing competitive environment. Competitive advantage became a strategic management topic. IT and IS were developed to support business strategic initiatives. The commercialization of the Internet in the mid 1990s created an explosive growth of the Internet and Internet-based business applications. Using the Internet standards, corporations are converting their old incompatible internal networks to intranets. Also based on Internet standards. Extranets are built to link companies with their customers, suppliers and other business partners. What kind of information systems would be considered strategic information systems? Although strategic support systems are almost exclusively used for top executives dealing with strategic problems, a strategic information system can be any type of IS that plays a key role in supporting business strategies.

A. Based on the reading text above, Please answer as the following questions about Strategic Management and Information Systems.

1. How did strategic management and Information Systems develop?
2. Had the two fields have also substansial impact on each other?
3. Would you please explain the short history of computer its development?
4. Do computing resources become readily accessible to more users?

5. Why are people in the internet era far more empowered than in previous eras?
6. How were early systems in the 1950s and 1960s used primarily for?
7. Did competitive advantage became a strategic management topic?
8. What are Executive support systems (ESS) specialized DSS designed for?
9. What are corporations converting their old incompatible internal networks to intranets?
10. What are extranets built?

B. Please substitute appropriate terms for the italicized words in sentence below with the available words in the box

Broadened, overcoming, match, grew, period, zones, reachable, important, unsuitable, emerged

1. Strategic management and Information Systems ***developed*** in parallel over the last 50 years
2. The interaction and co-evolution of the two fields have experienced ***significant*** increase in recent years.
3. The short history of computer Its development can be divided into three ***areas***
4. Computing resources become readily ***accessible*** to more users
5. Computer networks became pervasive in the Internet ***era***
6. Clearly, the role of business IS has evolved and ***expanded*** over the last 5 decades
7. Decision support systems (DSS) first ***appeared*** in the 1970s

8. They offer various analytical tools, models and flexible user interface for decision support at ***solving*** difficult problems, such as planning forecasting and scheduling.
9. Using the Internet standards, corporations are converting their old ***incompatible*** internal networks to intranets.
10. Extranets are built to ***link*** companies with their customers, suppliers and other business partners.

C. Fill in the blanks with noun or verb forms. Please use your dictionary if necessary

NOUN	VERB
1. Information	----------
2. Interaction	----------
3. ----------	Centralize
4. ----------	Empower
5. ----------	Connect
6. Decision	----------
7. ----------	evolve
8. Commercialization	----------
9. ----------	Convert
10. ----------	Consider

D. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question : The Experts designed marketing information systems **last year** Answer : When did the experts design marketing information systems?

1. Computers are able to manipulate certain kinds of data **very quickly**
2. A computer system can store **information** on magnetic tape for future use
3. The company focuses on **the consumers** in its marketing strategy
4. **Experts** predict that computers will play an important role in the lives of people around the world
5. Companies try to meet **the needs and desires** of the individual who ultimately buy and use the product
6. The director promoted John as sales manager **last month**
7. **In the marketplace** businesses compete each other
8. Many small businesses focus only on **the home market**
9. There are two main elements of computer systems—**hardware and software**
10. IBM advised the company **to invest money in developing computer**

E. Please fill in the missing words on the sentences below with the available words in the box Choose the best words

Connection, called, find, pay, connect, files, set, download, enter, offline

1. Before you can ……. to the internet for the first, you have to set up an account with an ISP
2. You can …….. your computer to remember your log-in details, so you don't have to type them in each time
3. Each time you want to connect to your ISP's system, you have to ……. a log-in name and a password
4. You can often ……. the answer to a question by looking it up on the internet
5. Downloading ……. from the internet can infect your computer with a virus
6. When your computer is not connected to the internet, it is …….
7. A file which is copied from the internet onto your computer is called a …….
8. Internet banking is also …….. online banking
9. An enexpected disconnection from the internet is called a dropped ……..
10. With a broadband connection, you usually have to …….. fixed monthly fee

F. Gerund

Gerund adalah kata kerja bentuk-ING yang berfungsi sebagai kata benda

1. Gerund digunakan sebagai subject. Contoh penggunaan gerund sebagai subject dalam kalimat dapat dilihat dalam contoh berkut:

- Investing in computer industry is very prospective
- Maintaining a computer network must be regularly
- Making changes to a text is called renewing

2. Gerund digunakan sebagai Object. Contoh penggunaan gerund sebagai object dalam kalimat dapat dilihat dalam contoh berkut:

- My hobby is designing websites
- She is installing new software
- They are scanning the document of work contract

3. Gerund digunakan setelah semua kata depan/preposition seperti (in, on, at, of, after, before, without, by). Contoh penggunaan gerund setelah preposition dalam kalimat dapat dilihat dalam contoh berkut:

- After working as data analyst, he is very rich
- He is interested in doing the research about computer virus
- She is very expert at managing information system

4. Gerund digunakan setelah kata-kata kerja tertentu seperti (avoid, consider, enjoy, stop, finish, admit, deny, mind, practice, suggest, object to). Contoh penggunaan gerund setelah kata kerja tertentu dalam kalimat dapat dilihat dalam contoh berikut:

- She avoided sending the data of inventory last night
- They have finished developing LAN in their company
- He does not mind using DSS to overcome the problem

5. Gerund digunakan dengan kata ganti empunya. Contoh penggunaannya dalam kalimat dapat dilihat dalam contoh berikut:

- His coming to my office helps me to train Cisco
- His leaving abroad has increased his experience about digital technology
- Director does not like our coming late to join the discussion about the application of information system in business

6. Gerund digunakan sebagai kata benda majemuk. Contoh penggunaannya dalam kalimat dapat dilihat dalam contoh berkut:

- Please wait for me in waiting-room ?
- Don't forget to turn of the washing-machine?
- Please try my new racing-car?

UNIT VI
COMPETITIVE ADVANTAGE AND STRATEGIC INFORMATION SYSTEMS

A competitive advantage is a statement that identifies a business's approach to compete, its goals, and the plans and policies that will be required to carry out the goal. A strategy, in general, can apply to a desired outcome, such as gaining market share. A competitive strategy focuses on achieving a desired outcome when competitors want to prevent you from reaching your goal.Therefore, when you create a competitive strategy, you must plan your own moves, but you must also anticipate and counter your competitors' moves.

Through its competitive strategy, an organization seeks a competitive advantage in an industry. That is, it seeks to outperform its competitors in a critical measure such as cost, quality, and time-to-market. Competitive advantage helps a company function profitably with a market and generate larger-than-average profits.

Competitive advantage is increasingly important in today's business environment, as you will not be throughout text. In general, the core business of companies has remained the same. That is, information technologies simply offer tools that can enhance an organization's success through its traditional sources of competitive advantage, such as a low cost, excellent customer service, and superior supply chain management. Strategic information systems (SISs) provide a competitive advantage by helping an organization implement its strategic goals and improve its performance and productivity. Any information system that helps an organization gain a competitive advantage, or reduce a competitive disadvantage, qualifies as a strategic information system.

The best known framework for analyzing competitiveness is Michael Porter's competitive forces model (Porter, 1985). Companies use Porter's model to develop strategies to increase their competitive edge. Porter's model also demonstrates how IT can make more competitive.

Porter's model identifies five major forces that can endanger or enhance a company's position in a given industry.

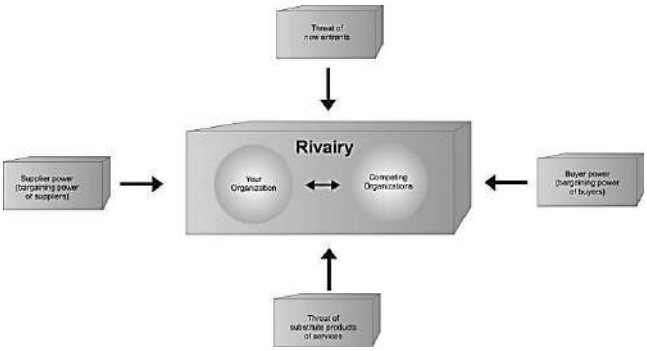


Figure above highlights these forces. Although the Web has changed the nature of competition, it has not changed Porter's five fundamental forces. In fact, what makes these forces so valuable as analytical tools is that they have not changed for centuries. Every competitive organization, no matter how large or small or what business it is in, is driven by these factors.This observation applies even to organization that you might not consider competitive, such as local government. Although local government are not for profit enterprices, they compete for business to locate in their district, for funding from higher levels of government, for employees, and for many other things.

A. Based on the reading text above, Please answer as the following questions about Competitive advantage and Strategic Information systems.

1. What is meant by competitive advantage?
2. What does a competitive strategy focus on?
3. What do you do to create a competitive strategy?
4. How does an organization seek a competitive advantage in an industry?
5. What does Strategic information systems (SISs) provide?
6. What for does Companies use Porter's model?
7. What is the function of information systems?
8. Can IT make company more competitive?
9. Would you please mention that Porter's model identifies five major forces that can endanger or enhance a company's position in a given industry?
10. Has the Web changed the nature of competition?

B. Determine which of the following statements are true and which are false. Then put T or F in the blanks. Correct those statements which are false by rewriting them

1. ------ A competitive strategy focuses on achieving a desired outcome when competitors want to prevent you from reach your goal
2. ------ Through its competitive strategy, an organization seeks a comparative advantage in an industry
3. ------ Information technologies simply offer tools that can not enhancing an organization's success through its traditional sources of competitive advantage
4. ------ In fact, what makes these forces so valuable as analytical tools is that they have not unchanged for centuries
5. ------ Every competition organization, no matter how large or small or what business it is in, is driven by these factor

C. Look at the terms in the left hand column and find correct synonyms or definition in the right-hand columns

1. carry out	a. circumstances
2. competitors	b. decrease
3. generate	c. rivals
4. seek	d. most interesting
5. environment	e. implement
6. enhance	f. produce
7. reduce	g. search
8. highlights	h. increase

D. Would you please make a question based on the underlined words. Look at the example in the box

For example: Japan will build computer industry <u>in Indonesia</u> next year
Where will Japan build computer industry?

1. The strategic view of information systems highlighted the necessity for top management **<u>to play a role in information systems</u>**
2. **<u>An information system</u>** can make do with poor technology, but not poor knowledge of the application
3. The users and analysts work **<u>as a team</u>** rather than as expert and non-expert
4. Competitive advantage might be achieved **<u>through this knowledge sharing, encouraging innovation, building on past experience and creating new capabilities</u>**

5. Porter offers **an industry analysis framework of competitive strategy** to help identify the competitive forces that any computer needs to consider
6. Information Technology will automatically result in **business success and the achievement of competitive advantage**
7. **Manager** can see that computer systems will directly help them in decision making
8. Competitors can copy the IT system easily and reproduce the benefits **in their own organization**

E. Vocabulary: Would you please fill in the blank with the available words in the box below

pirated, commercial, educational, intuitive, user-friendly, licensed, tailor-made, counter-intuitive

1. Software which is easy to use is ……
2. Software which is obvious to use is ……
3. Software wgich is not obvious to use is ……
4. Software for use by businesses is……..
5. Software made specially for one company is ……
6. Software which has been illegally copied is ……
7. Software for use by children and school is …….
8. Software which has been bought from the company that produced it is ……

F. Infinitive

Infinitive merupakan kata kerja (verb) dasar dalam bahasa Inggris. Infinitive dapat dinyatakan dengan menggunakan partikel 'to' misalnya (to convert, to implement, to email etc). Penggunaan Infinitive dapat dijelaskan sbb:

1. Setelah kata sifat (adjective) dapat dijelaskan dengan contoh sebagai berikut:

- I am very difficult to explain the latest software
- It is easy to protect the virus of computer
- It is difficult to convert data into meaningful information

2. Setelah kata-kata (how, what, when, where, which, whether). Penggunaan ini setelah kata kerja (ask, decide, forget, remember, know, learn, show, understand, think, want to know, wonder) dapat dijelaskan dengan contoh di bawah ini:

- I forgot how to build reservation system of the hotel last week
- I know where to save the file
- The manager doesn't decide yet when to update the new software

3. Setelah kata-kata kerja transitive (to advise, to allow, to ask, to compel, to encourage, to forbid, to force, to instruct, to invite, to order, to persuade, to remind, to tell, to urge) dapat dijelaskan dengan contoh-contoh di bawah ini:

- The consultant of IT has advised me to change the old system
- The new manager always encourages the worker to follow the development of IT
- The lecturer instructed the students to analyse the data by SPSS yesterday

4. Setelah kata-kata (the first, the second, the last, the only etc) dapat dijelaskan dengan contoh di bawah ini:

- He is the first man to use the latest version of SPSS
- John is the second man to occupy the manager of IT
- She was the only one to join the contest of robot

5. Setelah kata-kata (too & enough) dapat dijelaskan dengan contoh di bawah ini:

- The problem of company is too difficult to overcome
- Information system is important enough to develop in business
- Decision Support System is useful enough to help the manager

6. Setelah Exclamatory Sentence dapat dijelaskan dengan contoh di bawah ini:

- How interesting to design websites!
- What an expensive to access the internet!
- How happy to discuss about the influence of facebook for our life!

7. Infinitive sebagai subject dapat dijelaskan dengan contoh di bawah ini:

- To save the data of finance is very important
- To promote the product via internet is very benefit and cheap
- To imitate the system is very easy

UNIT VII
BUSINESS-TO-CONSUMER (B2C) ELECTRONIC COMMERCE

B2B EC is much larger than B2C EC by volume, but B2C EC is more complex.The reason is that B2C involves a large number of buyers making million of diverse transactions per day with a relatively small number of sellers. As an illustration, consider Amozon, an online retailer that offers thousands of products to its customer's purchase is relatively small, but Amozon must manage that transaction as if that customer were its most important one. Each order must be processed quickly and efficiently and the products must be shipped to the customer in a timely manner. In addition, returns must be managed. Multiply this simple example by millions, and you get an idea of the complexity of B2C EC. Overall, B2B complexities tend to be more business related, whereas B2C complexities tend to be more technical and volume related.

This section addresses the primary issues in B2C EC. You begin by studying the two basic mechanism that customers utilize to access companies on the Web; electronics storefronts and electronic malls. In addition to purchasing products over the Web, customers also access online service. Therefore, the next section covers several online service, such as banking, securities trading, job searching, and travel. The complexity of B2C EC creates two major challenges for sellers: channel conflict and order fulfillment. You will examine these two topics in detail. Finally, companies engaged in B2C EC must "get the word out" to prospective customers. Therefore, this section concludes with a look at online advertising.

Electronic Storefronts and Malls: For several generations, home shopping from catalogs, and later from television shopping channels, has attracted millions of customers. Today, shopping online offers an alternative to catalog and television shopping. Electronic retailing (e-tailing) is the direct sale of products and services through

electronic storefronts or electronic malls, usually designed around and electronic catalog format and/or auctions.

Like any mail-order shopping experience, e-commerce enables you to buy from home 24 hours a day, 7 days a week. However, EC also offers a wider variety of products and services, including unique items, often at lower prices. Further, within seconds, shoppers can access very detailed supplementary product information. In addition, they can easily locate and compare competitors' products and prices. Finally, buyers can find hundreds of thousands of sellers. Two popular on line shopping mechanism are electronic storefronts and electronic malls.

Electronic Storefront: As noted earlier, an electronic storefront is a Web site that represents a single store. Hundreds of thousands of electronic storefronts can be found on the Internet, Each has its own uniform resource locator (URL), or Internet address, at which buyers can place orders. Some electronic storefront are extensions of physical stores such as Hermes, The sharper Image, and Walmart. Others are new business started by entrepreneurs who discovered a niche on the Web (e.g. Restaurant.com and Alloy.com). Manfacturers (e.g., www.dell.com) and retailers (e.g., www.officedepot.com) also use storefronts.

A. Based on the reading text above, Please answer as the following questions about Business-to-consumers electronic commerce.

1. Which one is more complex B2B EC and B2C EC? Please give your reason?
2. Is B2B EC smaller than B2C EC?
3. Would you please illustrate "Amozon, an online retailer" serve to customer's purchase?
4. How must Each order of Amazon be processed?

5. Does The complexity of B2C EC create two major challenges for sellers? Please mention them?
6. What is Electronic retailing (e-retailing)?
7. Does e-commerce enable you to buy from home 24 hours a day, 7 days a week?
8. Does EC also offer a wider variety of products and services?
9. Would you please give examples of two popular on line shopping mechanism?
10. What is meant by an electronic storefront?

B. Determine which of the following statements are true and which are false. Then put T or F in the blanks. Correct those statements which are false by rewriting them

1. ……. The reason is that B2C involves a large number of buyers making million of diverse transactions per day with a relatively great number of sellers.
2. ……. Each order must be processed quickly and efficiently and the products must be shipped to the customer in a timely manner
3. ……. The two basic mechanism that customers utilize to accessible companies on the Web; electronics storefronts and electronic malls
4. ……. The complexity of B2C EC creates two major challenges for sellers: channel conflict and order fulfill
5. ……. However, EC also offers a wider variety of products and services, including unique items, often at lower prices

C. Fill in the blanks with noun or verb forms. Use your dictionary if necessary

NOUN	VERB
1. Illustration	1. ……
2. ……	2. Involve
3. ……	3. Relate
4. ……	4. Utilize
5. Fulfillment	5. ……
6. ……	6. Examine
7. ……	7. compare
8. ……	8. discover

D. Choose the best words to complete the sentences with the available words in the box below

multimedia, graphics, website, visits, images, display, internet, animation, browser, stored

1. "The website gets a thousand hits a week" means the website has a thousand ……. a week
2. The words, ……. and other material that make up a website are called the content
3. Moving pictures in websites are usually called …….
4. Designs and drawings in websites are usually called web ……
5. Internet cafes offer ……. access
6. A program that adds functions to a ……is called a plug-in
7. Temporary internet files are ……. in the cache

8. Websites with soundsand/or video clips and/or animations have …… content
9. Colours which all browsers can ……..without problems are called browser safe colours
10. A space in …… where you enter information (address, password etc) is called a field

E. Would you please make a question based on the underlined words below. Look at the example in the box

For example,Question: Managers use value chain analysis to identify opportunities
Answer: What do Managers use to identify opportunities?

1. The internet now provides a set of interconnected networks for individuals and business to complete transactions electronically.
2. Web-based EC is revolutionizing the way the business is being done
3. The powerful combination of Internet and Web technologies has given rise to a global platform
4. Companies are exploiting the capabilities of the Web to reach a wider customer base
5. Companies must strategically position themselves to compete in the new EC environment
6. Individual customers can access product information at any time from anywhere
7. Interactive communication via the Web enables firms to build customer loyalty
8. The Web has transformed traditional business operations into a hypercompetitive electronic marketplace

9. Dell has grown into one of the world's largest personal computer manufacturer, with revenue of nearly $55 billion annually
10. The greatest impact of the Web-based EC revoluzion has occurred in company

F. Relative Pronoun

Relative pronoun digunakan untuk menggabungkan induk kalimat dan anak kalimat yang sama subyek maupun obyeknya. Dalam hal ini kita menggunakan kata-kata (who, whom, whose, which, that) sebagai kata ganti yang mempunyai arti "yang". Untuk lebih jelasnya dapat dinyatakan dengan contoh di bawah ini:

- The girl who came to my office yesterday is new computer analyst
- The man whom I sent the data of production last week is my new manager
- The girl whose doughter is my classmate is a computer operator
- He works for a computer industry which/that maintains the software application

UNIT VIII
HUMAN RESOURCE SYSTEMS

The human resource management (HRM) function involves the recruitment, placement, evaluation, compensation, and development of the employees of an organization. The goal of human resource management is the effective and efficient use of the human resource of a company. Thus, human resource information systems are designed to support (1) planning to meet the personnel needs of the business, (2) development of employees to their full potential, and (3) control of all personnel policies and programs. Originally, business used computer-based information systems to (1) produce paychecks and payroll reports, (2) maintain personnel records, and (3) analyze the use of personnel in business operations. Many firms have gone beyond these traditional personnel management functions and developed human resource information systems (HRIS) that also support (1) recruitment, selection, and hiring; (2) job placement; (3) performance appraisals; (4) employee benefits analysis; (5) training and development; and (6) health, safety, and security.

The internet has become a major force for change in human resource management. For example, online HRM systems may involve recruiting employees through recruitment sections of corporate Web sites. Companies are also using commercial recruiting services and databases on the World Wide Web, posting messages in selected Internet new groups, and communicating with job applicants via e-mail.

The Internet has a wealth of information and contacts for both employers and job hunters. Top Web sites for job hunters and employers on the World Wide Web include Monster.com, HotJobs.com, and CareerBuilder.com. These Web sites are full of reports, statistics, and other useful HRM information, such as job

reports by industry or listings of the top recruiting markets by industry and profession.

Intranet technologies allow companies to process most common HRM applications over their corporate intranets. Intranes allow the HRM department to provide around-the-clock services to their customers: the employees. They can also disseminate valuable information faster than through previous company channels. Intranes can collect information online from employees for input their HRM files, and they can enable managers and other employees to perform HRM tasks with little intervention by the HRM department.

For example, employee self-service (ESS) intranet applications allow employees to view benefits, enter travel and expense reports, verify employment and salary information, access and update their personnel information, and enter data that has a time constraint. Through this completely electronics process, employees can use their Web browsers to look up individual payroll and benefits information online, right from their desktop PCs, mobile computers, or intranet kiosks located around a worksite

Another benefit of the intranet is that it can serve as a superior training tool. Employees can easily download instructions and processes to get the information or education they need. In addition, employees using new technology can view training videos over the intranet on demand. Thus, the intranet eliminates the need to loan out and track training videos. Employees can also use their corporate intranets to produce automated paysheets, the online alternative to time cards. These electronic forms have made viewing, entering, and adjusting payroll information easy for both employees and HRM professionals.

A. Based on the reading text above, Please answer as the following questions about Human Resource Systems.

1. What does The human resource management (HRM) function involve?
2. What are human resource information systems designed?
3. What for did business use computer-based information systems?
4. Why Has the internet become a major force for change in human resource management?
5. What may online HRM systems involve ?
6. Don't Intranet technologies allow companies to process most common HRM applications over their corporate intranets?
7. Where can Intranes collect information online?
8. What can employees use their Web browsers?
9. Can intranet serve as a superior training tool?
10. What can employees also use their corporate intranets?

B. Fill in the blank with noun or verb forms. Use your dictionary if necessary

NOUN	VERB
1. Recruitment	1. ……..
2. Evaluation	2. ……..
3. ……	3. Maintain
4. ……	4. Collect
5. ……	5. Disseminate
6. Intervention	6. ……..
7. Employment	7. ……..
8. ……	8. Eliminate

C. Would you please change these sentences below into negative and interrogative (yes/no question). Look at the example in the box

For example: Information Technology can develop very quickly in the global era Negative form: Information Technology can not develop very quickly in the global era Interogative form: Can Information Technology develop very quickly in the global era?

1. The human resource management (HRM) function involves the recruitment, placement, evaluation, compensation, and development of the employees of an organization
2. The internet has become a major force for change in human resource management
3. Intranet technologies allow companies to process most common HRM applications over their corporate intranets
4. Intranets can collect information online from employees for input their HRM files
5. These electronic forms have made viewing, entering, and adjusting payroll information easy for both employees and HRM professionals.

D. Fill in the missing words the sentences below with the available words in the box below.

Purpose, generating, computers, information, stored, update, lowering, websites, database, live

1. Today, many employees use …… and the internet to improve productivity and performance

2. The internet and a sales force automation software program can provide …… of information
3. The Internet also can be used to improve employee training and recruitment while …… cost
4. We ……. in an information society—one in which large groups of employees generate or depend on information to perform their jobs.
5. The …… of management information system (MIS) is to distribute timely and useful information from both internal and external sources
6. A database is a single collection of data ……. in one place that can be used by people throughout an organization to make decision
7. Management information experts now use the term knowledge management (KM) to incorporate a firm's procedures for ……., using, and sharing the data
8. The size and complexity of an MIS must be tailored to the ……. needs of the organization it serves
9. MIS must be able to store data until they are needed and to ……..them regularly to ensure that the information presented to managers is accurate, complete and timely
10. A ……. should provide accurate information, great care is required when creating a website

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box.

Question :The Experts designed **<u>the website of company profile</u>** last year Answer : What did the experts design last year?

1. Decisison Support Systems can help **the manager** to take a decision
2. Most of companies are using internet **as means of marketing the product**
3. Information Technology developes very quickly **in recent years**
4. The consumers felt disappointed with the service of the hotel **last week**
5. The company will introduce **new product** next year
6. The foreign company has distributed the product **around Indonesia**
7. Business professions offer opportunity in **the area of data processing**
8. The employee quit his job **because of the poor amount of money earned**
9. Within the field of data processing you can specialize in **systems analyst**
10. The area of marketing offers different types of jobs, such as **advertiser or seller**

F. Present Participle

Present dan past participle adalah bentuk kata kerja aktif dan pasif yang berfungsi sebagai adjective (kata sifat) yang digunakan sebagai penjelas kata benda. Untuk lebih jelasnya di bawah ini disajikan contoh:

1. Verb-ing + Noun yang artinya: yang me …….atau yang ber……..(Aktif), misalnya: The dancing girl on TV is from Yogjakarta (Gadis yang menari di TV itu berasal dari Yogyakarta

2. Noun + Verb-ing yang artinya: yang me atau yang ber ……atau yang sedang me/ber …….(Aktif), misalnya: The girl dancing on TV is from Yogyakarta (Gadis yang sedang menari di TV berasal dari Yogyakarta

3. Verb-3 + Noun yang artinya: yang di/ter……./yang dibuat ……./yang dalam keadaan ……. (Pasif), misalnya: The wounded soldiers are sent to the local hospital (Para tentara yang terluka dikirim ke rumah sakit setempat)

4. Noun + Verb-3 yang artinya: yang di/ter …../yang dibuat ……/yang dalam keadaan ……(pasif), misalnya: The soldiers wounded are sent to the local hospital (Para tentara yang terluka dikirim ke rumah sakit setempat)

5. Setelah Verbs of Senses (Kata kerja yang berhubungan dengan panca indera) seperti: feel, hear, listen to, look at, know, notice, observe, perceive, see, smell, watch + Verb-ing/ + Verb-3 (Past Participle), Misalnya:
   - Verb-ing yang artinya: yang me/ber ……atau yang sedang me/ber …..(Aktif), misalnya: I saw the man using the computer
   - Verb-3 yang artinya: yang di/ter …… (Pasif), misalnya: I saw the computer used by the man

6. Being + Verb-3 yang artinya: yang sedang di/ter …… , misalnya: I saw the computer being used by the man

UNIT IX
EXECUTIVE INFORMATION SYSTEMS

Executive information systems (EIS) are information systems that combine many of the feature of management information systems and decision support systems. When they were first developed, their focus was on meeting the strategic information needs of top management. Thus, the first goal of executive information systems was to provide top executives with immediate and easy access to information about a firm's critical success factors (CSFs), that is, key factors that are critical to accomplishing an organization's strategic objectives. For example, the executives of a retail store chain would probably consider factors such as its e-commerce versus traditional sales results or its product line mix to be critical to its survival and success.

Yet managers, analysts, and other knowledge workers use executive information systems so widely that they are sometimes humorously called "everyone's information systems." More popular alternatives are enterprise information systems (EIS) and executive support systems (ESS).These names also reflect the fact that more features, such as Web browsing, e-mail, group tools, and DSS and expert system capabilities, are being added to many systems to make them more useful to managers and business professionals.

In an EIS, information is presented in forms of tailored to the preferences of the executives using system. For example, most executives information systems emphasize the use of a graphical user interface, as well as graphics displays that can be customized to the information preferences of executive using EIS. Other information presentation methods used by an EIS include exception reporting and trend analysis.The ability to drill down, which allows executives to retrieve displays of related information quickly at lower levels of detail, is another important capability.

Executive information systems have spread into the ranks of middle management and business professionals as their feasibility and benefits have been recognized and as less expensive systems for client/server networks and corporate intranets became available. For example, one popular EIS software package reports than only 3 percent of its users are top executives.

A. Based on the reading text above, Please answer as the following questions about Executive Information Systems.

1. What is meant by Executive information systems (EIS)?
2. What was the focus of EIS for the first time?
3. What was the first goal of executive information systems?
4. What are key factors that are critical to accomplishing an organization's strategic objectives?
5. How do the managers, analysts, and other knowledge workers use executive information systems?
6. What is another important capability of EIS?
7. Do most executives information systems emphasize the use of a graphical user interface, as well as graphics displays ?
8. Where have Executive information systems spread into?

B. Look at the terms in the left hand column and find correct synonyms or definition in the right-hand columns

1. Combine	a. Affirm
2. Objective	b. Familiar
3. Consider	c. Existing
4. Expert	d. Goal
5. Popular	e. Relate
6. Emphasize	f. Regard
7. Quickly	g. Specialist
8. Available	h. Fast

C. Fill in the blank spaces in the paragraph with appropriate terms that complete the sentences. There may be more than one possible answer for each blank. Do not look back at the reading.

In an EIS, ……1…….. is presented in forms of tailored to the preferences of the executives using system. For example, most ……2…… information systems emphasize the use of a graphical user interface, as well as graphics ……3…….. that can be customized to the information preferences of executive using EIS. Other information presentation methods …4……..an EIS include exception reporting and trend analysis.The ability to drill down, which allows executives to ……5…….. displays of related information quickly at lower levels of detail, is another important capability.

D. Vocabulary: Fill in the missing words on the sentences below with the available words in the box

Order, clipboard, footnote, desktop publishing, renewing, database, select, page numbers, watermark, page break.

1. Making changes to a text is called ……
2. To change normal text to italic, first you must …….. the text you want to format
3. A very pale image behind the text is called ……
4. To divide the text into two pages, insert a ……
5. The numbers at the bottom of the page are ……..
6. An extra note at the bottom of the page (usually in a smaller font size) is called a ……..
7. In word processing, to put things into alphabetical order is to ……

8. A list of contacts, addresses etch.is called …….
9. Producing a document on your computer and sending it direct o a printing press is ……
10. Cut or copied text is temporarily stored in the ……..

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question : The company will implement DSS **to recruiet new workers next year**
Answer : What for will the company implement DSS?

1. Computers are able to manipulate certain kinds of data **very quickly**
2. A computer system can store **information** on magnetic tape for future use
3. The company focuses on **the consumers** in its marketing strategy
4. **Experts** predict that computers will play an important role in the lives of people around the world
5. Companies try to meet **the needs and desires** of the individual who ultimately buy and use the product
6. The director promoted John as sales manager **last month**
7. **In the marketplace** businesses compete each other
8. Many small businesses focus only on **the home market**
9. There are two main elements of computer systems—**hardware and software**
10. IBM advised the company **to invest money in developing computer**

F. Passive Voice

Passive Voice (kalimat pasif) digunakan ketika kita ingin menyatakan bahwa subyek bukan pelaku suatu perbuatan, melainkan yang menerima aksi atau perbuatan. Syarat-syarat untuk membentuk kalimat pasif adalah kalimatnya harus mempunyai obyek (Transitive Verb); obyek dalam kalimat aktif menjadi subyek dalam kalimat pasif; Kata kerja berbentuk ke-3 (Past Participle). Lebih jelasnya disajikan contoh di bawah ini:

1. **Simple Present Tense**

Subject + am/is/are + Verb-3 + (by, of, in …….) Contoh: A computer's memory is measured in megabytes The Laptops are powered by batteries I am interviewed by computer analyst

2. **Simple Past Tense**

Subject + was/were + Verb-3 + (by, of, in) Contoh: The data of consumers is analysed by SPSS The computers were installed by new software

3. **Present Perfect Tense**

Subject + has/have + been + Verb-3 + (by, of, in) Contoh: They have been trained by many experts of IT An image on TV or computer screen is made up thousands of pixels

4. **Present Continous Tense**

Subject + am/is/are + being + Verb-3 + (by, of, in) Contoh: I am being called by my director The letter is being sent by an-email They are being taught by Professor

5. **Simple Future Tense**

Subject + will + be + Verb-3 + (by, of, in) Contoh: The scientific article will be accessed by many students The data of company will be stolen by competitor She will be sent a new version of software by her friends

6. **Passive Voice with Auxiliaries**

Subject + Aux + be + Verb-3 + (by, of, in) Contoh: A document can be destroyed by the virus The report of project must be sent to director quickly by secretary The data of finance may be deleted after 10 years

UNIT X
MARKETING AND PROMOTION

When a company starts to sell goods in a new market, they often do some market research or a preliminary study to see if the project is feasible. They research (investigate) the market potential or do a feasibility study to see if they will make money by selling in the new market (i.e to see if the product/project is viable).

One way to assess the market potential is to take a stand at a Trade Fair where companies can exhibit samples of their products and see what response they get from prospective customers. The Trade Fair is an exhibition of goods, and a company exhibits a sample of its product at its stand. This is also a form of publicity (or advertising) and the company representative will probably hand out publicity brochures to advertise (or promote) the product further. Often journalists (the press write about the Trade Fair and sometimes companies hold a press conference if they want to promote a particular model or range. (Each different type of car, bike etc. is a model. All the different models made by a company make up its range. The full range of goods is normally displayed in the company's catalogue. The catalogue is a booklet or brochure).

Another way of promoting (or publicizing) a new product is to place advertisements in magazines or newspapers. A advertisements are also called adverts or ads for shot. A plan to do a lot of a advertising of one product is called a campaign. Starting an advertising campaign on a new product is known as launching the product.

The aim of publicity Promotion is to interest customers (or buyers, or clients) in the product. Initially customers might make enquiries about the product. When they decide to buy, they place on order. At a Trade Fair companies are trying to win (obtain) as many orders as posible. How ever before a client places an order he wants to know many things: how long delivery takes, whether the company can

supply replacements and spare parts, what the after sales service is like, etc. (All the individual parts in a model are called components. If one of the components breaks the customer will want a replacement spare part. If the product is complicated, skilled workers might be needed to fit spare parts or to service or maintain the machinery. Any maintenance or servicing the company does after it has sold the product is called after sales service.

A. Would you please answer as the following questions based on the text above.

1. What does the company do to start to sell goods in a new market?
2. What does the compaign do a feasibility study for?
3. How to assess the potential market?
4. What is a trade fair?
5. Is a trade fair the same as a form of publicity? And why?
6. Why does the company hold a press conference?
7. What is a campaign from the view of company?
8. What is the aim of promotion?
9. Would you please mention many things before the clients give an order?
10. What is meant by "after sales service"?

B. Fill in the blanks below with noun and verb forms use your dictionary if necessary.

NOUN	VERB
1……	Investigate
2……	Assess
3……	Exhibit
4 Representation	……..
5 Delivery	……..
6 Replacements	……..
7 Maintenance	……..
8 Promotion	……..
9 ……...	Advertise
10 Differentiation	……..

C. Fill in the blanks below with the most appropriate terms available in the box.

interest, start, fit, compaign, trade fair, new market, feasible, promoting

1. When a company …….. to sell goods in the new market, they often do a preliminary study.
2. The function of market research is to see if the project ……
3. The company can exhibit samples of their products in the ……
4. Trade Fair is another way of ….. ……. a new product.
5. The aim of promotion is to …….. customer.
6. Skilled workers might be needed to …… spart part or to service or maintain the machinery.

7. A plan to do a lot of advertising is called a…….
8. The market potential is important for selling goods in a …….

D. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question: The Experts designed **marketing information systems** last year Answer: What did the experts design last year?

1. Companies develop commercial website is **to inform about an idea or event**
2. Social networking websites help people **to exchange personal information**
3. When a company exports goods abroad there are **many problems** it must consider
4. Goods can be transported **by sea or by air**
5. **The shipment** must be insured against loss or damage in transit
6. The company must pay **packaging charge**
7. Every company must pay a proportion of its earning **to the government** in the form of tax
8. Another way of promoting a new product is **to place advertisements in magazines or newspapers**
9. You can increase the functions or performance of a computer **with an expansion card**
10. My new computer has **a very high speed processor**

E. Vocabulary: Please fill in the missing words words on sentences below with the available words in the box

External, implemented, uses, grown, compare, security, cost, connected, e-commerce, viruses,

1. Clearly, ……. has been the subject of much debate over recent years
2. It is easy for customers to find and ……. prices
3. The ……. of marketing is thought by some to be higher because of the broader, more diverse markets that need be covered
4. E-commerce has …… dramatically with an estimated US$ 2 trillion worth of goods and services currently traded on line.
5. The business processes are essentially the same, it is just the way that they are ……. that is different
6. You secure information systems from ……. and other threats
7. All systems …….. to networks are vulnerable to security violations from outsiders as well as insiders and to virus infection and other forms of computer crime
8. Threats to information systems can come from a variety of places inside and …….. to an organization.
9. Information systems …… refers to precautions taken to keep all aspects of information sstems.
10. Everyone who …….. an information system knows that disasters can happen to stored information or to computer systems.

F. Elliptical Construction

Elliptical Construction adalah gabungan dua kalimat yang berbeda subyeknya tetapi predikatnya sama, hal tersebut agar tidak terjadi pengulangan kata. Kalimat Elip dinyatakan dengan menggunakan auxiliaries bersama. Too dan So digunakan untuk pernyataan positif dan Either dan Neither digunakan untu pernyataan negative

1. Too and So

Subject + Aux + too
So + Aux + Subject

Contoh:
John can access the information, and Jane can too
John can access the information, and So can Jane
She builds a business network, he does too
She builds a business network, So does She

2. Either & Neither

Subject + Aux + not + either
Neither + Aux + Subject

Contoh:
My classmate does not like English and I don't either
My classmate does not like English and Neither do I
My Professor does not attend the seminar, and I don't either
My Professor does not attend the seminar, Neither do I

UNIT XI
MARKETING SYSTEMS

The business function of marketing is concerned with the pricing, promotion, and sale of existing products in existing markets, as well as the development of new products and new markets to better attract and serve present and potential customers. Thus, marketing performs a vital function in the operation of a business enterprise. Business firms have increasingly turned to information technology to help them perform vital marketing functions in the face of the rapid changes of today's environment.

Marketing information systems provide information technologies that support major components of the marketing functions. For example, Internet/intranet Web sites and services make an interactive marketing process possible, in which customers can become partners in creating, marketing, purchasing, and improving products and services. Sales force automation systems use mobile computing and Internet technologies to automate many informations-processing activities for sales support and management. Other marketing information systems assist marketing managers in customers in customer relationship management, product planning, pricing and other product management decisions, advertising, sales promotion, targeted marketing strategies, and market research and forcasting.

The term interactive marketing has been coined to describe a customer-focused marketing process that is based on using the Internet, intranets, and extranets to establish two-way transactions between a business and its customers or potential customers. The goal of interactive marketing is to enable a company to use those networks profitably to attract and keep customers who will become partners with the business in creating, purchasing, and improving products and services.

In interactive marketing, customers are not just passive participants who receive media advertising prior to purchase but are actively engaged in network-enabled proactive and interactive processes. Interactive marketing encourages customers to become involved in product development, delivery, and service issues. This involvement is enabled by various Internet technologies, including chat and discussion group, Web forms and questionnaires, instant messaging, and e-mail correspondence. Finally, the expected outcomes of interactive marketing are a rich mixture of vital marketing data, new product ideas, volume sales, and strong customers relationship.

A. Based on the reading text above, Please answer as the following questions about Marketing Systems.

1. Would you please explain What The business function of marketing is?
2. Does marketing perform a vital function in the operation of a business enterprise? And why?
3. What does marketing information systems provide? Please give examples?
4. What for do Sales force automation systems use mobile computing and Internet technologies?
5. Do other marketing information systems assist marketing managers?
6. What is the goal of interactive marketing?
7. Are customers In interactive marketing active or passive? Why?
8. What for does Interactive marketing encourage customers?

B. Fill in the blanks below with noun (N) and verb (V). Use your dictionary if necessary

NOUN	VERB
1. Automation	1. ……..
2. ……	2. Assist
3. forcasting.	3. ……..
4. Advertising	4. ……..
5.	5. Encourage
6. Involvement	6. ……..
7. Sale	7. ……..
8. ……	8. Expect

C. Fill in the blank spaces in the paragraph with appropriate terms that complete sentences. Do not look back at the reading

The term ……1……. marketing has been coined to describe a customer-focused marketing process that is based on ……2…….. the Internet, intranets, and extranets to establish two-way transactions between a business and its ……3…….. or potential customers. The ……4…….of interactive marketing is to enable a company to use those networks profitably to attract and ……5….. customers who will become partners with the business in creating, purchasing, and improving products and services.

D. Fill in the missing word on the sentences below with available words in the box below. Choose the best words

reach, services, information, focus, systems, intelligent, on line, consumers, conduct, purchase

1. E-business models ……. on the identity of a firm's customers.
2. Firms that use the internet mainly to ……. business with other businesses generally are referred to as having a business-to-business, or B2B model.
3. Today, most firms involved in e-business use a more …….. approach to development
4. Firms that adapt existing business models to an ……. environment will continue to dominate development
5. Today, suppliers use the internet to bid on products and ……. they wish to sell to a customer
6. ……... use websites merely to simplify and speed up comparasion shopping
7. Consumers ……. services and products online or end up buying at a traditional retail store
8. Intelligent informational ……. also can help to generate sales revenue for internet firms such as Amazon.
9. On line merchants can ……. a global customer base twenty-four hours a day, seven days a week
10. Customers can respond to Internet programming by requesting more ……. about a product

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question : The company has built **<u>new system of inventory</u>**
Answer : What has the company built?

1. Information technology makes manager **<u>more productive and increases the number of</u>** employees who can report to a single manager

2. **Computers** have become an integral part of day-to-day business transaction
3. Products are kept in **warehouse** until they are shipped to wholesalers and retailer
4. Computer functions as **essential tools in problem solving**
5. Information technology often provides manager **with new real time information**
6. The rapid change **in the marketplace** has necessitated an acceleration of the product development process
7. **The product element of marketing** refers to the goods or service that a company wants to sell
8. A company will consider **the price** to charge its product
9. Wholesaler generally sells large quantities of product to **retailers**
10. The communication about the product can take place **between buyer and seller**

F. Conditional Sentence

Conditional sentence merupakan kalimat pengandaian yang terdiri atas dua bagian kalimat yaitu **induk kalimat (main clause)** dan anak kalimat **(sub clause)** dengan **If** (seandainya). Ada tiga macam kalimat pengandaian yang dijelaskan di bawah ini:

1. **Future Possible**

   Future possible digunakan untuk menyatakan suatu perbuatan yang akan dilakukan/terjadi di masa yang akan datang bila syarat terpenuhi. Type ini susunan kalimatnya adalah:

Induk Kalimat(main clause) menggunakan Simple Present Future dan Anak Kalimat (Sub clause) menggunakan Simple Present Tense

Contoh:
If you often train, you will have a high skill
If I have much money, I will study an information technology abroad
If he always cleans the virus, he will be easy to open the file

2. **Present Unreal**
   Present unreal digunakan untuk menyatakan suatu keadaan yang berlawanan dengan kenyataan di masa sekarang. Susunan Kalimatnya adalah:

Induk Kalimat (main clause) menggunakan Past Future Tense dan Anak Kalimat (Sub Clause) menggunakan Simple Past Tense

   Contoh:
   If you studied hard, you would pass the examination (you don't study hard)
   If I had much money, I would buy the highest version of laptop (I don't have Money)

3. **Past Unreal**
   Past Unreal digunakan untuk menyatakan keadaan yang berlawanan dengan kenyataan sebenarnya di waktu lampau. Susunan kalimatnya adalah:

Induk Kalimat (main clause) menggunakan Past Future Perfect Tense dan Anak Kalimat (Sub Clause) menggunakan Past Perfect Tense

Contoh: If he had had a computer skill, he would have got a work
(He didn't have a computer skill)
If she had signed the work contract, she would have got salary
(she didn't sign the work contract)

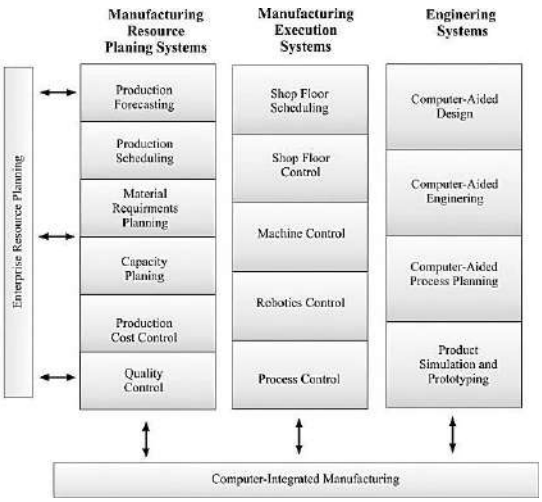
UNIT XII
MANUFACTURING SYSTEMS

Manufacturing information systems support the production/operation function that includes all activities associated with the planning and control of the process that produce goods or services. Thus, the production/operation function is concerned with the management of the operational processes and systems of all business firms. Information systems used for operation management and transaction processing support all firms that must plan, monitor, and control inventories, purchases, and the flow of goods and services. Therefore, firms such as transportation companies, wholesalers, retailers, financial institution, and service companies must use production/operations centrate on computer-based manufacturing applications to illustrate information systems that support the production/operations function.

Various manufacturing information systems, many of them Web enabled, are used to support computer-integrated manufacturing (CIM).

See the figure below, CIM is an overall concept that stresses that the objectives of computer-based systems in manufacturing must be to simplify, automate and integrate.

The overall goal of CIM and other such manufacturing information systems is to create flexible, agile, manufacturing processes that efficiently produce products of the highest quality. Thus, CIM supports the concepts of flexible manufacturing systems, agile manufacturing, and total quality management. Implementing such manufacturing concepts enables a company quickly to respond to and fulfill customer requirements with high-quality products and service.



Manufacturing information systems help companies simplify, automate, and integrate many of the activities needed to produce products of all kinds. For example, computers are used to help engineers design better products using both computer-aided engineering (CAE) and computer-aided design (CAD) systems and achieve better production processes with computer-aided process planning. They are also used to help plan the types of material in the production

Process, which is called material requirements planning (MRP), and to integrate MRP with production scheduling and shop floor operations, which is known as manufacturing resource planning. Many of the processes within manufacturing resource planning are included in the manufacturing modules of enterprise resource planning (ERP) software.

Computer-aided manufacturing (CAM) systems are those that automate the production process. For example, this automation could be accomplished by monitoring and controlling the production process in a factory (manufacturing execution systems) or by directly controlling a physical process (process control), a machine tool

(machine control), or machine with some humanlike work capabilities (robot).

Manufacturing execution systems (MES) are performance-monitoring information systems for factory floor operation. They monitor, track, and control the five essential components involved in a production process: material, equipment, personnel, instructions and specifications.

Process control is the use of computers to control an ongoing physical process. Process control computers control physical processes in petroleum refineries, cement plants, steel mills, chemical plant, food product manufacturing plants, pulp and paper mills, electric power plants, and so on. A process control computer system requires the use of special sensing devices that measure physical phenomena such as temperature or pressure changes.

Machine control is the use of computers to control the action of machines, also popularly called numerical control. The computer based control of machine tools to manufacture products of all kinds is a typical numerical control application used by many factories throughout the world.

A. Based on the reading text above, Please answer as the following questions about Manufacturing Systems.

1. What do Manufacturing information systems support?
2. Is the production/operation function concerned with the management of the operational processes and systems of all business firms?
3. What kind of firms must use production/operations centrate on computer-based manufacturing applications to illustrate information systems that support the production/operations function?

4. Would you please explain what Computer-integrated manufacturing (CIM) mean?
5. What is the overall goal of CIM and other such manufacturing information systems?
6. What does CIM support?
7. How does Implementing such manufacturing concepts enable a company?
8. What for do Manufacturing information systems help companies simplify, automate, and integrate many of the activities needed?
9. How are computers used to help engineers design better products?
10. What does manufacturing resource planning mean?
11. What are Computer-aided manufacturing (CAM) systems meant? Please give examples?
12. What do Manufacturing execution systems (MES) monitor?
13. What does a process control computer system require?
14. Would you please explain what Machine control is?

B. Determine which of the following statements are true and which are false. Then put T or F in the blanks. Correct those statements which are false by rewriting them

1. ----- Thus, the production/operation function is concerned to the management of the operational processes and systems of all business firms
2. ----- Information systems used for operation management and transaction processing
3. ----- CIM is an overall concept that stresses that the objectives of computer-based systems on manufacturing must be to simplify, automate and integrate.

4. ----- Implementing such manufacturing concepts enables a company quickly to respond to and fulfill customer requirements with high-quality products and service
5. ----- Manufacturing information systems help companies simply, automate, and integrate many of the activities needed to produce products of all kinds

C. Fill in the blank with Noun (N) and Verb (V). Use your dictionary if necessary

NOUN	VERB
1. Operation	1. ……..
2. ……..	2. Monitor
3. ……..	3. Illustrate
4. Application	4. ……..
5. ……..	5. Automate
6. ……..	6. Integrate
7. ……..	7. Fulfill
8. ……..	8. Simplify

D. Vocabulary: Fill in the blanks in the sentences below with the most appropriate terms in the box

insert, look at, press, changing, pulled out, working, plugged, unplug, run out, hit

1. Unfortunately, my scanner isn't …… at the moment
2. The projector isn't working because it isn't …… in
3. …….. any key to continue

4. Switch off your computer, and …… ….it from the wall socket
5. I have to …….. a computer a screen for eight hours a day
6. The printer has ……. of ink
7. To turn on the computer, ……. the "start" button
8. I turned off the photocopier and …… the plug
9. Please …….. the CD ROM
10. The batteries in my digital camera are nearly dead. They need ……..

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box below

Question :The Company will focus on **the customers satisfaction** Answer : What will the company focus on

1. Digital media can make customer communication **faster and interactive**
2. **Because the internet lowers the cost of communication**, it can contribute significantly to any industry
3. Firms also need to control access to their digital communication systems **to ensure worker productivity**
4. Business has also shared their corporate messages in more visual ways **through media sharing sites**
5. The information systems of organization will be required **to help it analyze the business**
6. **The information systems** may help the organization to achieve improved efficiency of its operation and effectiveness through better managerial decisions

7. Electronic Commerce revolutionalized the business **5 years ago**
8. The UK government has recognized the importance of actively promoting the public sector and government agencies **on the Web**
9. Data analysis concentrates **on understanding and documenting data**
10. The data model will reflect **a variety of different views of the data**

F. Question Tags

Question Tags digunakan untuk menyatakan penegasan dari pendengar tentang sesuatu yang belum begitu meyakinkan pembicara atau minta persetujuan dari pendengar. Misalnya dalam bahasa Indonesia kita mengatakan:

David adalah seorang analist bukan? (=David is an analyst, isn't he)

Kata bukan dalam kalimat ini yang kita kenal dalam bahasa Inggris sebagai Question Tags.**Question Tags** dibentuk dengan menggunakan **Auxiliaries (is, are, do, does, did, have, has, can, may, will, shall, must, etc)** dirangkaikan dengan **pronoun (I, you, he, she, it, we, they).** Lebih jelasnya dapat dinyatakan dengan rumus di bawah ini:

Bila pernyataan positive Question Tag Negative dan Bila pernyataan Negative Tag Positive

1. Kalimat-kalimat dengan to be (am, is, are, was, were), contohnya:

- He is an experts in multimedia, isn't he?
- She was slow at finishing the project, wasn't she?
- I am as smart as he, aren't I
- I am not as diligent as he, am I?

2. Kalimat-kalimat dengan menggunakan kata kerja (verb) Question Tag-nya dibentuk dengan menggunakan (do, does, did) disesuaikan dengan tense dari kalimat tersebut, contohnya:

- She always sends the data of sale on time, doesn't she?
- He scanned the document yesterday, didn't he?
- They test new software, don't they?

3. Kalimat-kalimat dengan Auxiliaries (can, may, must, will, should, would, has, had, etc), contohnya:

- You can download the article freely, can't you?
- He must design website, musn't he?
- She will build on line shop, won't she?
- They ought to save the data, oughtn't they?
- We had better delete the list of consumers, hadn't we?
- He would rather use DSS, wouldn't he?

4. Untuk Idiomatic Expression used to Question Tag-nya dibentuk dengan did dan auxiliary have to/has to di bentuk dengan do/does

- She used to send an email, didn't she?
- He didn't use to send an email, did he?

- We have to practice our computer skill, don't we?
- We don't have to practice our computer skill, do we?
- He has to install new software, doesn't he?
- He doesn't have to install new software, does he?

5. Untuk kalimat imperative, Question Tag-nya dibentuk dengan menggunakan will you dan shall we, contohnya:

- Turn off your computer, will you?
- Send the data quickly, will you?
- Let me test your software, will you?
- Let's join the seminar of Information Systems, shall we?
- Let's build on line shop, shall we?

UNIT XIII
INTERNATIONAL TRADE AND EXCHANGE

When a country imports goods, it spends its currency abroad. When a country exports goods, it is paid in foreign currency. The difference between the money a country earns for goods and the amount it spends on goods is called its balance of trade (or trade balance). Countries also trade abroad in things like insurance, tourism, foreign investment etc. Which are known as invisible imports and exports. When a country receives money from abroad for things other than goods, the transaction is called an invisible export. When a country receives money from abroad for things other than goods, the transaction is called an invisible export. The difference between the total amount of money a country spends and the total amount it earns is its balance of payments.

If a country earns more than it spends, it has a favourable balance of payments. A favourable balance of payments is also called a balance of payments surplus. If a country spends more than it earns it has an unfavourable balance of payments. This is also called a balance of payments deficit.

In order for international trade to take place, countries have to buy and sell foreign currencies/currency. This is done on the foreign exchange market. The value of a currency on the foreign exchange market changes frequently and the price at which money can be exchanged at a particular time is called the exchange rate (or rate of exchange). The changes in the exchange rate are influenced by many political and economic factors. The value of a currency will probably fall, for example, if a country has a large trade balance deficit.

The exchange rate can affect the price of exported goods. If the value of the exporter's currency falls (or takes a fall) he will make more profit. On the other hand, if the value of the foreign currency takes a

fall, the exporter may have to raise his prices abroad in order to make a profit. Alternatively the exporter can take out forward exchange cover. Forward exchange cover is a form of insurance. The exporter arranges to sell forward (e.g. in three months time) at an agreed rate of exchange the foreign currency he will receive from the sale of goods. This guards the exporter against losing money if the foreign currency falls in value.

A. Answer as the following questions based on the text.

1. Are import and export called international trade?
2. What is balance of trade?
3. What are invisible export and invisible import?
4. What does balance of payment mean?
5. Explain the difference between balance of payment surplus and balance of payment deficit?
6. Where do you sell and buy foreign currency?
7. What is rate of exchange?
8. When will the value of a currency probably fall?
9. Is a form of exchange the same as forward exchange cover?
10. In what situation is the exporter against losing money?

B. Determine which of the following statements are true and which are false, then put " T " or " F " in the blanks correct those statements which are false by rewriting them.

1. ----- When a country imports, it can increase its currency.
2. ----- When a country exports, it can receive money from abroad.
3. ----- If a country earns more money than it spends, it is called payments deficit .
4. ----- The rate of exchange isn't influenced by many political and economic factors.
5. ----- The exchange rate affects the price of exported goods.

C. Discuss the following questions with your friends, then answer the questions.

1. What natural resource does your country have?
2. What are some goods your country doesn't produce domesticaly?
3. Do you think international trade raises the standard of living in your country? If so, how?
4. What kind of restrictions, if any, do you think should be placed on international trade?

D. Vocabulary: Fill in the missing words on the sentences below with the most appropriate terms in the box

Database, solving, viruses, support, connected, gain, information, store, systems, access

1. You secure information systems from …… and other threats
2. All systems …… to networks are vulnerable to security violations from outsiders as well as insiders and to virus infection and other forms of computer crime
3. Threats to …….. systems can come from a variety of places inside and external to an organization.
4. Information ……. security refers to precautions taken to keep all aspects of information systems.
5. Everyone who uses an information system knows that disasters can happen to …… information or to computer systems.
6. Further, administrators can log attempts by anautorized individuals to obtain …….

7. One common way to …….. access to a password-proetected system is using a brute-force approach
8. Users can find out many information about any aspect of the organization by making enquiries using the ……..
9. A DSS can be used to …… decisions at virtually all levels of the organization.
10. A DSS augments human decision- making performance and problem ……. by enabling users to examine alternative solution to a problem via "what-if" analyses.

E. Causative Form

Causative digunakan untuk menyuruh orang lain melakukan sesuatu untuk kita. Causative dinyatakan dengan menggunakan kata kerja have dan get dan dinyatakan dalam bentuk Simple Present, Simple Past dan Simple future. Susunan kalimatnya dapat ditunjukkan dengan contoh sebagai berikut:

Subject + have/get + Object + Verb-3 (Past Participle)

1. I asked the operator to store the data of inventory Yesterday **menjadi** I had the data sent yesterday. (saya minta data persediaan dikirim)
2. Last month I asked the system analyst to overcome the problem **menjadi** Last week I had the problem overcome
3. I ask my friend to design the websites **menjadi** I get the websites designed
4. I will ask him to print the file **menjadi** I will have the file printed

UNIT XIV
USING DIGITAL MEDIA IN BUSINESS

The phenomenal growth of digital media has provided new ways of conducting business. Given almost instant communication with precisely defined consumer groups, firms can use real-time exchanges to create and stimulate interactive communication, forge closer relationship, and learn more accurately about consumer and supplier needs. Consider that Amazon.com, one of the most successful electronic businesses, ranked number 78 on the fortune 500 list of America's largest corporation. Amazon is a true digital marketer and was one of the early success stories in the industry, getting 50 percent of its revenue from international sales. Many of you may not remember a world before Amazon because it has completely transformed how many people shop.

Because it has an inexpensive, digital communication is making it easier for businesses to conduct marketing research, provide and obtain price and production information, and advertise, as well as to fulfill their business goals by selling goods and services online. Even the U.S. government engages in digital marketing activities—marketing everything from Treasury bonds and other financial instrument to oil-drilling leases and wild horses. Procter & Gamble uses the Internet as a fast, cost-effective means for marketing research, judging consumer demand for potential new products by inviting online consumers to sample new-product proto types and provide feedback. If a product gets rave reviews from the samplers, the company might decide to introduce it. By testing concepts online, companies can save significant time and money in getting new products to market.

New businesses and even industries are evolving that would not exist without digital media. Hulu is a video website that lets consumers watch a broad collection of premium videos from more

than 350 content companies, any time and from anywhere. The company has partnered with several companies to advertise on their sites, including Johnson & Johnson and Best Buy. In fact, Hulu's growing popularity is allowing it to compete with YouTube.

The reality, however, is that Internet markets are more similar to traditional markets than they are different. Thus, successful digital marketing strategies, like traditional business strategies, focus on creating products that customers need or want, not merely developing brand name or reducing the costs associated with online transaction. Instead of changing all industries, digital technology has had much more impact in certain industries where the cost of business and customer transaction has been very high. For example, investment trading is less expensive online because because customers can buy and sell investments, such as stocks and mutual funds, on their own. Firms such as Charles Schwab Corp., the biggest online brokerage firm, have been innovators in promoting online trading. Traditional brokers such as Merrill Lynch have had to follow with online trading for their customers.

Because the Internet lowers the cost of communication, it can contribute significantly to any industry or activity that depends on the flow of digital information such as entertainment, health care, government services, education, and computer services like software development. The publishing industry is transitioning away from print newspapers, magazines, and books as more consumers purchase e-readers, like the Kindle Fire or the new iPad, or read the news online. Even your textbook is available electronically. Because publishers save money on paper, ink, and shipping, many times electronic versions of books are cheaper than their paper counterparts.

Digital media can also improve communication within and between businesses. In the future, most significant gains will come from productivity improvements within businesses. Communication is a key business function, and improving the speed and clarity of communication can help businesses save time and improve employee

problem-solving abilities. Digital media can be a communication backbone that helps to store knowledge, information, and records in management information systems so co-workers can access it when faced with a problem to solve. A well-designed management information system that utilizes digital technology can, therefore, help reduce confusion, improve organization and efficiency, and facilitate clear communications. Given the crucial role of communication and information in business, the long-term impact of digital media on economic growth is substantial, and it will inevitably grow over time.

A. Based on the reading text above, Please answer as the following questions about Using Digital Media in Business.

1. Hasn't the phenomenal growth of digital media provided new ways of conducting business?
2. What can firms use real-time exchanges?
3. Why is Amazon a true digital marketer?
4. Would you please explain the role of digital communication in business?
5. How can companies save significant time and money in getting new products to market?
6. Are Internet markets more similar to traditional markets?
7. What do digital marketing strategies and traditional business strategies focus on?
8. What has digital technology had much more impact in certain industries?
9. Why does the Internet lower the cost of communication?
10. Why can digital media be a communication backbone?

B. Fill in the blanks with noun (N) and verb (V).Use your dictionary if necessary

NOUN	VERB
1. ……..	1. Stimulate
2. ……..	2. Consider
3. ……..	3. Transform
4. popularity	4. ……
5. Investment	5. ……
6. Entertainment	6. ……
7. ……..	7. Publish
8. ……..	8. Store
9. Confusion	9. ……
10. Growth	10. ……

C. Fill in the blank spaces in the paragraph with appropriate terms that complete sentences. Do not look back at the reading. Then translate into good Indonesian

Digital media can also ……1…….. communication within and between businesses. In the future, most significant gains will come from productivity improvements within businesses. Communication is a key business function, and improving the speed and clarity of ……2……. can help businesses save time and improve employee problem-solving abilities. Digital media can be a communication backbone that helps to ……3……. knowledge, information, and records in management information systems so co-workers can access it when faced with a problem to …4…….. A well-designed management information system that utilizes ……5…….. technology can, therefore, help reduce

confusion, improve organization and efficiency, and facilitate clear communications

D. Vocabulary: Fill in the missing words on the sentences below with the most appropriate terms in the box

client, era, model, enabling, decision, store, electronic, expanded, users, accurate

1. The digital economy includes ……. commerce or e-commerce which is simply the conducting of commercial transaction electronically
2. Computing resources become readily accessible to more ……..
3. The role of business information system has evolved and …… over the last 5 decades
4. People in the internet …….. are far more empowered than in previous eras
5. Decision Support System (DSS) augments decision-making performance and problem solving by ……. users to examine alternative solution to a problem via "what-if" analyses.
6. The Decision Support System (DSS) uses ……. to manipulate data
7. Enterprise systems can help companies find innovative ways to increase ……. on-time shipments
8. An information ……. in organization provides processes and information useful to its members and client
9. The computer system might be used to …….. data or convert the data to useful information
10. Inaccurate information can lead to poor ……. making

E. Would you please change these sentences below into negative form and yes/no question form. Look at the example in the box

Positive: The computer plays a vital role in the lives of business today Negative form: The computer does not play a vital role in the lives of business Interogative form: Does computer plays a vital role in the lives of business today?

1. You secure information systems from viruses and other threats
2. All systems connected to networks are vulnerable to security violations from outsiders as well as insiders and to virus infection and other forms of computer crime
3. Threats to information systems can come from a variety of places inside and external to an organization.
4. Information systems security refers to precautions taken to keep all aspects of information systems.
5. The virus destroyed the computer systems last week.
6. Further, administrators can log attempts by anautorized individuals to obtain access.
7. One common way to gain access to a password-protected system is using a brute-force approach
8. Some systems attempt to combat this by increasing the wait time required after an unsuccessful log-in attempt, or by using CAPTCHAS

F. Polite Request & Invitation

Polite & Request digunakan untuk menyatakan permohonan dan ajakan secara sopan dan halus sehingga dalam komunikasi percakapan akan kedengaran lembut dan menarik bagi mereka

yang terlibat dalam percakapan. Beberapa cara untuk mengungkapan permohonan beserta contohnya sebagai berikut:

1. Will/Would you + Infinitive ……,please?

- Would you explain the problems of e-commerce, please?
- Would you explain the digital computer, please?
- Would you enter the data of customers,please?

2. Could you + Infinitive …… , please?

- Could you repair my printer, please?
- Could you tell me the computer generation, please?
- Could you maintain computer network, please

3. Would you mind + Verb-ing form

- Would you mind installing new software to my new computer, please?
- Would you mind changing your password, please?
- Would you mind inserting the CD ROM, please?

4. Would you mind + not + V-ing form, please?

- Would you mind not using a facebook, please?
- Would you mind not losing the data of customers,please?
- Would you mind not deleting the file, please?

5. Do you mind + possessive + V-ing form?

- Do you mind my sitting beside you?
- Do you mind my using your scanner?
- Do you mind my coming to your office?

Sebagai jawaban dan respon atas permohonan tersebut, maka dapat diberikan jawaban:
All right, of course, why not, with pleasure, atau I am sorry, I wouldn't etc.

UNIT XV
DIGITAL MEDIA AND THE MARKETING MIX

While digital marketing shares some similarities with conventional marketing technologies, a few valueable differences stand out. First, digital media make customer communication faster and interactive. Second, digital media help companies reach new target market more easily, affordably, and quickly than ever before. Finally, digital media help marketers utilize new resources in seeking out and communicating with customers. One of the most important benefits of digital marketing is the ability of marketers and customers to easily share information. Through websites, social networks, and other digital media, consumers can learn about everything they consume and use in their lives, ask questions, voice complaint, indicate preferences, and otherwise communicate about their needs and desires. Many marketers use e-mail, mobile phones, social networking, wikis, media sharing, blogs, video conferencing, and other technologies to coordinate activities and communicate with employees, customers, and suppliers. Twitter, considered both a social network and a micro-blog, illustrates how these digital technologies can combine to create new communication opportunities.

Nielsen Marketing Research revealed that consumers now spend more time on social networking sites than they do on e-mail, and social network use is still growing. The most avid online social networkers are users from Israel, followed by the United States. With digital media, even small business can reach new markets through these inexpensive communication channels. Brick-and mortar companies like Walmart utilize online catalogs and company websites and blogs to supplement their retail stores. Internet companies like Amazon.com and Zappos.com that lack physical stores let customers post reviews of their purchases on their web-sites, creating company-spnsored communities.

One aspect of marketing that has not changed with digital media is the importance of achieving the right marketing mix. Product, distribution, promotion, and pricing are as important as ever for successful online marketing strategies. Nearly one-third of the world's population now uses the Internet. That means it is essential for business large and small to use digital media effectively, not only to grab or maintain market share but also to streamline their organizations and offer customers entirely new benefits and convenience.

Like traditional marketers, digital marketers must anticipate consumer needs and preferences, tailor their products and services to meet these needs, and continually upgrade them to remain competitive. The connectivity created by digital media provides the opportunity for adding services and can enhance product benefits. Some products, such as online games, applications, and virtual worlds, are only available via digital media. The more than 500,000 applications available on the iPad, for instance, provide examples of products that are only available in the digital worlds. Business can often offer more items online than they could in a retail store.

A. Based on the reading text above, Please answer as the following questions about Digital media and Marketing mix.

1. What does digital media make?
2. Does digital media help companies reach new target market more easily, affordably, and quickly? Please, give your reason!
3. What is one of the most important benefits of digital marketing?
4. How can consumers learn about everything they consume and use in their lives, ask questions, voice complaint, indicate preferences, and otherwise communicate about their needs and desires?

5. How do the marketers coordinate activities and communicate with employees, customers, and suppliers?
6. What did Nielsen Marketing Research reveal?
7. Can small business reach new markets through these inexpensive communication channels with digital media? Please give your reason!
8. Would you please mention the marketing mix?
9. Are digital marketers like traditional marketers? Why?
10. What are some products only available via digital media?

B. Please substitute appropriate terms for the italicized words on sentences with the available words in the box below

utilizes, whole, announced, essential, accrue, resemblances, advantage, deliberated

1. Digital marketing shares some *similarities* with conventional marketing technologies
2. One of the most important *benefits* of digital marketing is the ability of marketers and customers to easily share information.
3. Twitter, *considered* both a social network and a micro-blog, illustrates how these digital technologies can combine to create new communication opportunities
4. Nielsen Marketing Research *revealed* that consumers now spend more time on social networking sites
5. Product, distribution, promotion, and pricing are as *important* as ever for successful online marketing strategies.
6. Nearly one-third of the world's population now *uses* the Internet

7. not only to grab or maintain market share but also to streamline their organizations and offer customers *entirely* new benefits and convenience.
8. The connectivity created by digital media provides the opportunity for adding services and can *enhance* product benefits

C. Would you please change these sentences below into negative and interrogative yes/no question. Look at the example in the box.

Positive: The computer industry has increased tremendously since 1950's **Negative form: The computer industry has not increased tremendously since 1950's** **Interogative form: Has the computer industry increased tremendously since 1950's**

1. Digital marketing shares some similarities with conventional marketing technologies
2. Digital media has helped marketers utilize new resources in seeking out and communicating with customers
3. Twitter considered both a social network and a micro-blog
4. Small business will reach new markets through these inexpensive communication channels
5. Digital technologies can combine to create new communication opportunities

D. PREPOSITION:Would you please choose the correct *preposition*. Then match the problem with the solution

1. The operating system ***in/on*** my computer doesn't support the latest version ***of/from*** this application	a. You can download one for free ***to/from*** the internet
2. These file are too big	b. Perhaps you could get an older version—or buy a new computer
3. My computer says it hasn't got enough memory ***for/to*** run this program	c. What about uninstalling the driver for your old printer?
4. I can't understand this program. It's too complicated	d. Have you checked to see if there are any updates available ***in/on*** the internet?
5. I think there's a bug ***in/inside*** this software	e. Why don't you close ***off/down*** all those other application you have got open?
6. There doesn't seem to be an icon for the program ***in/on*** the desktop	f. You can get a manual. I've seen one in the local bookshop
7. I can't use this program. It's all ***in/with*** Frensh!	g. How about compressing them ***with/by*** WinZip?
8. I can't get the driver for my new printer ***to/at*** work	h. Go ***to/on*** the "start" menu, and click ***at/on*** "All Programs".
9. I haven't got a media player ***in/on*** my computer	i. I change the language setting

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question :The students are discussing **the role of robot** now Answer : What are the students discussing?

1. We talked about the role of information systems **two days ago**
2. The company must develop a sound of business model **to be successful with electronic commerce**
3. Many companies use Electronic Data Interchange (EDI) **to exchange a wide variety of business documents**
4. **EDI** will help to reduce errors by providing a single point entry
5. One organization has realized **the advantage of using the internet and Web** to communicate public information
6. A great number of businesses have similarly implementing the Web-based systems **in their daily operation at this time**
7. Many small firms have found success **on the Web** by offering hard-to-find goods to a global audience at reasonable prices
8. Furthermore, Web sites should have a clear, concise, and consistent layout, taking care **to avoid unnecessary clutter**
9. **A firm** can advertise its Web site on other commerce sites or Websites containing related information
10. These online social communities have created a large underground economy **based on social networking**

F. Preference

Preference digunakan untuk bila kita ingin mengungkapkan sikap atau perasaan lebih senang terhadap suatu kegiatan/benda melebihi yang lain. Preference dapat dinyatakan dengan beberapa cara sebagai berikut:

1. **Prefer**

- **I prefer + Noun** : I prefer traditional food
- **I prefer to + Infinitive**: I prefer to drink a coffee
- **I prefer …… to …….**: I prefer traditional food to Chinese food
- **I prefer V-ing to V-ing**: I prefer reading to speaking

2. **Would rather**

- **…….would rather + infinitive ….than ….** : I would rather stay at home than go out
- I would rather study informatics than English
- I would rather play a game than go to movie
- **Question**: What would you rather play a game or go to movie?

3. **Would prefer**

- **….would prefer to + infinitive …..rather than**: I would prefer to download rather than print the article
- I would prefer to read Informatics rather than discuss the virus
- **Question**: What would you prefer to read, Informatis or English?
  Would you prefer to work as analyst or operator?

4. **Like …better than ….**

- I like informatics better than English
- I like climbing rather than hiking
- My brother likes traditional music rather than pop music

UNIT XVI
QUALITY MANAGEMENT

To ensure that quality is maintained when developing software so that products and services are delivered that conform to customer's requirement, three concepts are important—quality control, quality assurance and quality management.

Quality control is the task of ensuring that a product has been developed correctly—to requirements and to standard—and that the procedure identified for its development is effective and has been followed. Quality control is done best by the person or team who did the work, but it should include an independent contribution from a peer—someone who could have done the work, but who didn't. This might be provided by an equivalent member of a different team. For instance, a completed system design document should be reviewed not just by the person who has written it, but by an independent person. It is suprising how many previously unseen errors and problems can come to light when the author 'walks trough' a document with someone else, or examines product against its requirements and relevant standards. Quality control also covers the procedure and methods used for the work. These must be identified before, even if they are the usual ones, in a quality plan, and any deviation from they must be explained and assessed. It is important to maintain record to show that quality control has been carried out, and to indicate on the product or, if this is not possible, on associated record, that it has been reviewed successfully. Quality control is the responsibility of everyone in the organization.

Quality assurance is the responsibility of a smaller group of people. Someone independent of the work area or project checks that quality control has been performed, that it has been effective, and that the products are complete and suitable for delivery or for further use by someone else within the project. A formal audit of a software project is

an example of quality assurance in action. The principal aim of quality assurance is to achieve confidence that the job or product will be acceptable to the external customer or to those involved in the next stage of development—the internal customers. Usually, this is done by supplier—preferably by someone in an independent quality assurance role—and the evidence is recorded and made available to the customer. In effect, quality assurance is a check on quality practice in terms of the performance and effectiveness of the quality plan.

Increasingly, there is recognition that, in addition to quality control and quality assurance, a further level of monitoring is necessary, which can be described as **quality management**. This describes the establishement and maintenance of a quality system within the organization, the company, the devision or the project, and is usually the responsibility of senior people in that area. The hierarchical relationship between quality control, quality assurance and quality management illustrated in figure below. the quality pyramid.

The foundation of an organisation's quality management system (QMS) is a statement of its objectives and policy for quality, which should of course correspond to the type and scope of product or service being offered. There must be a description of the responsibilities

and the internal organization for the QMS, to ensure that quality control and quality assurance practices are understood and are operated effectively. A major reason for doing this is to allow an external customer to assess the supplier's attitude and approach to quality, both before work is placed with the supplier, and troughout the progress of the work. The QMS is a company's framework, within which all work is performed, using only procedures and methods that are defined, checked and visible.

A. Based on the reading text above, Please answer as the following questions about Quality Management.

1. What is meant by quality control?
2. By whom is Quality control done ?
3. Why should Quality control include an independent contribution from a peer?
4. Why does Quality control also cover?
5. Is Quality control the responsibility of everyone in the organization? Why?
6. Would you please give an example of quality assurance in action?
7. What is the principal aim of quality assurance?
8. Which one is the highest level quality control, quality assurance and quality management? Why?
9. What is the foundation of an organisation's quality management system (QMS)?
10. What for must there be a description of the responsibilities and the internal organization for the QMS?

B. Determine which of the following statements are true and which are false. Then put T or F in the blanks. Correct those statements which are false by rewriting them

a. ----- Quality control is the task of ensurance that a product has been developed correctly
b. ----- It is important to maintain record to show that quality control has been executed
c. ----- The principal objective of quality assurance is to achieve confidence that the job or product will be acceptable to the external customer
d. ----- Quality control also covers the procedural and methods used for the work
e. ----- In effect, quality assurance is a check with quality practice in terms of the performance and effectiveness of the quality plan.

C. Please substitute appropriate terms for the italicized words on the sentences with the available words in the box below

illustrated, compatible, measure, objective, merely, agree, executed, priorly

1. To ensure that quality is maintained when developing software so that products and services are delivered that ***conform*** to customer's requirement
2. It is suprising how many ***previously*** unseen errors and problems can come to light when the author 'walks trough' a document with someone else
3. It is important to maintain record to show that quality control has been ***carried out***, and to indicate on the product

4. that it has been effective, and that the products are complete and ***suitable*** for delivery or for further use by someone else within the project
5. The principal ***aim*** of quality assurance is to achieve confidence that the job or product will be acceptable to the external customer
6. Increasingly, there is recognition that, in addition to quality control and quality assurance, a further level of monitoring is necessary, which can be ***described*** as quality management
7. A major reason for doing this is to allow an external customer to ***assess*** the supplier's attitude and approach to quality
8. The QMS is a company's framework, within which all work is performed, using ***only*** procedures and methods that are defined, checked and visible.

D. Fill in the blanks with noun (N) or verb (V). Use your dictionary if necessary

NOUN	VERB
1. ……..	**1.** Conform
2. Reguirement	**2.** ……
3. Assurance	**3. ……**
4. ……..	**4.** Identify
5. ……..	**5.** Indicate
6. Establishement	**6. ……**
7. Statement	**7. ……**
8. ……..	**8.** Assess

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question : The information technology grows **very quickly** in this global era Answer : How does the information technology grow in this global era?

1. Information system have been becoming an integrated into our daily activities **since many years ago**
2. Microsoft impelemented an intranet-based expenses reporting application **last year**
3. Organizations has failed **to limit access to company files and system resource**
4. The company usually monitors the inventory **by information systems**
5. **Information technology** will help all kinds of businesses improve efficiency and effectiveness of business process
6. Companies can use intranets **to streamline routine business processes**
7. An intranet provides **a Web browser interface** to facilitate online entry of information
8. **Credit and debit card** are still among the most accepted forms of payment in B2C
9. Consumers can make transaction **on the Web site**.
10. Extranets can dramatically improve **the timeliness and accuracy of communication**

F. Expression of Comparasion

Expression of comparasion dapat dinyatkan dengan menggunakan: the same as, like the same as, as……..as, like, look like, alike, different from etc, dapat digunakan untuk

membandingkan dua orang, benda, tempat dll. Lebih jelasnya diberikan contoh di bawah:

- **The same as, like the same, as ……..as (=sama seperti):**

  Contoh:
  My laptop is the same as yours
  I use the same software as he does
  This printer is the same price as mine
  My new mobile phone is like the same as yours
  My teacher is as old as my father

- **Like, look like, alike (=sama,mirip)**
  Contoh:
  Your new scanner is like john's
  My information system book is like jane's
  My manager looks like my father
  Twins are alike each other

- **Different from, similar to, similar, almost the same**
  Contoh:
  Adam is different from his brother (character & appearance)
  The price of computer is similar to that one
  Your laptop and mine are alike
  The two websites are almost the same each other

UNIT XVII
STRENGHTS, WEAKNESSES, OPPORTUNITIES, and THREATS ANALYSIS

SWOT is an acronym for Strenghts, Weaknesses, Opportunities, and Threat and is perhaps the most well-known approach to defining strategy, having influenced both practice and research for 30 years. It is used to identify and analyse the strengths, weaknesses, opportunity, and threats that apply to a business or organization. The unit of analysis can be the overall organization, the business unit, the department, or even the individual. It can be used for a quick, assessment or in-depth, highly researched analysis. It is usually used as a group technique, rather than something performed by an individual, and frequently is employed initially in high-level brainstorming sessions, although it may be subsequently interated and refined.

Business strategy has been equated with crafting and maintaining a profitable fit between a commercial venture and its environment, and SWOT analysis is the traditional means of searching for insight into ways of realizing the desired alignment. Undertaking a SWOT analysis involves describing and analyzing a company's internal capabilities (i.e. its strengths and weakness) in relation to the competitive environment (i.e. its opportunities and threats it faces). Strategy is then formulated as a balancing act between the internal and external factors as it attempts to sustain the company's strengths, overcome its weaknesses, avert or mitigate the threats, and exploit the opportunities discovered in the SWOT analysis. SWOT is often used as technique within some broader method or process for developing business strategy (e.g. Strategic, Auditing, Balanced Scorecard, and Strategic Analysis).

For example, as part of something called the Marketing Strategy Worksheet (MSW), SWOT is used at the organization level, first, to identify the internal strengths and weaknesses of the corporate set-up, for example, by looking at strengths and weaknesses of the marketing, finance, human resource functions and operations. This is followed by an analysis of the external analysis and threats at both micro and macro-level. At the micro-level on legal, technological, social, economic, and environment opportunities and threats. This helps to steer the SWOT technique in particular directions. So, for example, it forces one to think about environmental threats and opportunities which otherwise might get forgotten. However, as in most decriptions of SWOT, these are only offered as guidelines. The outcome of the SWOT are the documented in the worksheet and issues prioritized. MSW then goes on to use the SWOT analysis to define a Mission Statement, Objectives and Strategies, a Capsule (overview) Marketing Strategy, and finally a Budgeted Marketing Mix. As can be seen this is marketing strategy method utilizing SWOT.

SWOT, although a very popular technique in practice, has been critized. Valentin (2001) suggests that the technique is made to look much too easy and is simply seen as answering a few questions from a checklist or filling in the quadrants of a one page whorksheet. He argues that, actually, strategically significant SWOTs are not apparent at glance and that a much more in-depth analysis is required. The examples provided such as 'attractive customer base' or 'likely entry of potent new competitors', '… seldom reveals which factors are pivotal and which are just peripheral and they do not shed much light on the sustainability of advantages and persistence of disadvantages'.

A. Based on the reading text above, Please answer as the following questions about SWOT

1. Why is SWOT perhaps the most well-known approach?
2. What is the goal of SWOT?
3. Where can SWOT be used to ?
4. Which one is SWOT freguently used to analyse either individual or group?
5. Is SWOT analysis the traditional or modern means of searching for insight into ways of realizing the desired alignment?
6. Why is Strategy then formulated?
7. Is SWOT often used as technique within some broader method or process for developing business strategy?
8. Would you please explain the steps of doing analysis SWOT?
9. What for does MSW then go on to use the SWOT analysis?
10. Why has SWOT analysis been critized by Valentin?

B. Based on the reading above, look at the terms in the left-hand column and find the correct synonyms or definition in the right-hand column

1. Influenced	a. To make something less severe
2. Assessment	b. To turn one's eyes in particular direction
3. Refined	c. To be regarded as more important than others
4. Mitigate	d. Having a particular meaning or in existence
5. Sustain	e. Keep something alive
6. Looking at	f. Carefully considered opinion or judgment
7. Prioritized	g. Made a substance pure
8. Significant	h. The power to affect

C. Fill in the blank with verb (V) or noun (N). Use your dictionary if necessary

NOUN	VERB
1. **……**	1. Analyse
2. Weakness	2. **……**
3. ……..	3. Equate
4. Alignment	4. **……**
5. **……**	5. Formulate
6. **……**	6. Discover
7. **……**	7. Define
8. **……**	8. Criticize
9. **……**	9. Argue
10. Depth	10. …….

D. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question : The Experts designed marketing information systems ***<u>last year</u>***
Answer : When did the experts design marketing information system?

1. SWOT influenced both practice and research **<u>for 30 years</u>**
2. SWOT has been developing **<u>since 30 years ago</u>**
3. SWOT means **<u>Strength, Weakness, Opportunity and Threat</u>**
4. **<u>SWOT</u>** can be used for a quick, assessment or in-depth, highly researched analysis

5. Undertaking a SWOT analysis involves **describing and analyzing** a company's internal capabilities in relation to the competitive environment
6. The company formulated strategy as a balancing act between the internal and external factors **to sustain the company's strengths, overcome its weaknesses**
7. The outcomes of the SWOT are **the documented in the worksheet and issues prioritized**
8. **Valentin** criticized the concept of SWOT analyst

E. Vocabulary. Fill in the missing words on the sentences below with the available words in the box

affected, storage, enters, predict, data, system, developed, inventory, information, important

1. The manipulation of ……. is known as data processing
2. A computer …… can store information on magnetic tape for future use
3. Experts …….. that computers will play an ever-increasing role in the lives of people around the world
4. The development of computer has …….. the life of business very greatly
5. The computer program used for …….. control determines how much stock to reorder
6. An operator …… the October sales into the computer
7. The computer industry …… into a multibillion-dollar business
8. Prediction of stock market trends is an …… data for the finance manager
9. The computer are able to manipulate certain kinds of …… very quickly

10. ……. and warehousing of goods are one of factor in the cost of production

F. Sentence Connector

Sentence connector berfungsi untuk menghubungkan dua kalimat. Untuk lebih jelasnya akan dibahas beberapa macam connector di bawah ini:

- **So … that; such …… that …. (=sangat …… sehingga), Contohnya**:
  He is so busy that he can't finish the project
  Dady is such a busy man that he can't finish the project
  The film is so interesting that I saw twice
  Clara is such a friendly girl that everyone likes her

- **In order to ……; in order that (=agar supaya, dengan maksud),**
  Contohnya:
  He wants to study information systems in order to get a better job
  My sister studies English in order to study abroad
  She went abroad in order that she could speak English fluently
  I study statistics in order that I can analyse the data

- **Not only …but also…;not only …but as well (…bukan saja …tetapi juga)**
  Contohnya:
  He not only steal my data but also delete it
  He studies not only multimedia but also expert system
  I not only master English well but also Germany
  She can play not only tennis but badminton as well

- **Either ….or ….. = baik …maupun.**
- **Neither …nor …= tidak …juga tidak**

  Contoh:

  Either operator or analyst will join the training

  She can speak either French or English

  Neither I nor he will sign the agreement

He can neither write Japanese nor Chinese

UNIT XVIII
RISK ANALYSIS

Risk analysis (or risk engineering) is another approach that helps to manage uncertainty and its effect. It consists of identifying areas of possible risk, estimating and allocating probabilities to the risk, identifying possible responses (which may be pre-emptive or after the fact) and allocating costs to the risks and actions. The result is a trade-off between expected risk and expected cost for different alternatives. In principle, in-depth risk analysis ought to lead to the formulation of a risk management strategy consisting of a set of response options aimed at dealing with specific sources of risks.

Various method for risk analysis exist, for example, SCERT (Synergistic Contigency Evaluation and Review Tehnique). This has been used for large engineering projects but contains principle relevant to a wide variety of applications. Indeed, it is potentially invaluable in formulating corporate strategy (Cooper and Chapman, 1987). One application in the context of information systems development is in project planning. In this context, the basic risk engineering notion of alternative views and representations of any given situation applies. There are a variety of associated models, and the need to select that view which is the most appropriate to the particular circumstances is important.

SCERT consists of four stages. The first, the scope phase, identifies aspects of interest, in terms of objective, associated risks, and responses to the risks. The approach uses precedence and bar chart representations and extensive, structured, verbal documentation about the activities, risks, and responses. The second phase structures the risks and responses, identifying specific and general responses, and identifies decision rules. This leads to a risk-response list which can be represented in diagrammatic form. The parameter phase identifies parameters with which outcomes are to be judged, and scenario and

their probability. Such parameter will include money, safety, and timescale. The final manipulation and interpretation phase estimates the probabilities along with the associated risks within an activity and attempts to strike a good balance between risk and costs. Usually an allowances is made in the budget for contingencies.

Throughout the whole process there is feedback, and this continues until the problem description, structuring, probabilities, decision rules, and their schedule implications have been agreed. More formally, the structure and parameter phases are first performed with 'primary' risk and then again for 'secondary' risk (i.e. those that are due to the responses of the primary risks). There may also be a case for looking at tertiary risks and responses as well. Generally available software supporting simulation and PERT may also be useful.

Risk analysis need not be solely concerned with identifying risk. It can also be concerned with identifying opportunities. The costs allocated to each risk need not be represented in terms of money alone and could be represented in terms of time, social, reliability, and safety metrics. The general outline of risk analysis as stated here may not be completely applicable for producing information systems or smaller systems generally, but the 'methodology' may be tailored to match the problem area. Ideally such an analysis would be undertaken at a very early stage in project.

There are potential problems with risk analysis. For example, it will be difficult to identify all the activities and risks, and estimate (accurately) the probabilities of risks. However, there is no limit to the amount of time that could be spent attempting to analyse risk and plan reactions to it. Indeed, complexity and uncertainty, and general may be so great that analysis of risk must be greatly simplified. Analysis consumes resources, and this may lead to choosing the option that identifies 'general responses' to several problems rather than identify in detail every source of risk. This reduces effort in dealing with uncertainty, and general responses are a natural first line of defence in copying with 'unforeseeable' threats or opportunities.

An important result of more detailed risk analysis is that decision makers can gain an understanding of trade-off between expected risks and costs of different alternatives, giving a firm basis on which to make and compare decisions. Risk analysis is likely to be more useful at the start of information systems development, though some of the principles can be carried through stages.

A. Based on the reading text above, Please answer as the following questions about Risk Analysis.

1. What is meant by Risk analysis (or risk engineering)?
2. What does Risk analysis consist of ?
3. What does SCERT mean?
4. What ought risk analysis to lead?
5. Would you please explain the stages of SCERT?
6. Does the parameter phase identifies parameters with which outcomes are to be judged, and scenario and their probability?
7. Would you be so kind as to explain the final manipulation and interpretation phase estimate?
8. Can risk analysis also be concerned with identifying opportunities?
9. Are there potential problems with risk analysis? Give an example please?
10. Is Risk analysis likely to be more useful at the start of information systems development?

B. Fill in the blank with noun (N) or verb (V). Use your dictionary if necessary

NOUN	VERB
1. ……	**1.** Estimate
2. ……	**2.** Allocate
3. Formulation	**3.** ……
4. Representation	**4.** ……
5. Manipulation	**5. ……**
6. Interpretation	**6. ……**
7. Implication	**7. ……**
8. ……	**8.** Consume
9. ……	**9.** Reduce
10. ……	**10.** Compare

C. Look at the italiced terms in the left-hand column and find the correct synonyms or definition in the right-hand column.

1. Risk analysis (or risk engineering) is another ***approach*** that helps to manage uncertainty and its effect	a. That can be used instead of something else; other; different
2. The result is a trade-off between expected risk and expected cost for different ***alternatives***	b. Alone; only
3. Various method for ***risk*** analysis exist, for example,	c. A way of doing/dealing something

SCERT (Synergistic Contigency Evaluation and Review Tehnique)	
4. Indeed, it is potentially ***invaluable*** in formulating corporate strategy	d. Used to emphasize an affirmative reply
5. Risk analysis need not be ***solely*** concerned with identifying risk	e. Relevant, appropriate or suitable
6. The general outline of risk analysis as stated here may not be completely ***applicable*** for producing information systems	f. The study of something by examining its part and their relationship
7. ***Indeed***, complexity and uncertainty, and general may be so great that analysis of risk must be greatly simplified	g. The possibility of meeting danger
8. ***Analysis*** consumes resources, and this may lead to choosing the option	h. Extremely useful

D. Fill in the blank spaces in the paragraph with appropriate terms that complete the sentences. There may be more than one possible answer for each blank. Do not look back at the reading. Then translate into good Indonesian

Risk ……1……. need not be solely concerned with identifying risk. It can also be concerned with ……2…….opportunities. The costs allocated to each risk need not be represented in terms of

money alone and could be ……3……. in terms of time, social, reliability, and safety metrics. The general outline of risk analysis as stated here may not be completely applicable for ……4…… information systems or smaller systems generally, but the 'methodology' may be tailored to ……5…….the problem area. Ideally such an analysis would be undertaken at a very early stage in project.

E. Please fill in the missing words on the sentences below with the available words in the box.

leased, reduce, enormous, occur, maintain, midsize, shortens, receive, via, delivery

1. Electronic Data Iterchange (EDI) is the forefather of modern Business to Business (B2B) and continues to ……. a stronghold in B2B computing.
2. EDI refers to the digital, or electronic, transmission of business documents and related data between organizations ……..telecommunications networks.
3. VANs are telephone communication lines that are …… from telecommunications providers, creating a secure, dedicated circuit between a company and its business partners.
4. Companies use EDI to exchange a wide variety of business documents, including purchase orders, invoices, shipping manifests, …….. schedules, and electronic payments.
5. Although EDI has never totally eliminated paper, it does help ……. the number of times business documents need to be handled
6. EDI …… the time spend producing and delivering business documents from days to seconds, allowing companies to process and update information faster.

7. Errors can …… the original point of entry in the supplier's system as well as the point of re-entry in the customer's system.
8. The customer's computer automatically ……. the invoice via EDI and updates the system accordingly, eliminating reentry and potential source of error
9. Large enterprises can afford the …… costs associated with EDI
10. What small and …… companies needed was a technology that would level the playing field, making B2B affordable and accessible

F. Exclamatory Sentence

Exclamtory Sentence (kalimat seru) digunakan untuk mengungkapkan rasa takjub terhadap suatu benda maupun perbuatan:

- **How + Adjective or Adverb**
  Contoh:
  How smart the supervisor is!
  How comfortable the beach is!

- **What a + Noun (tunggal)**
  Contoh:
  What a romantic the film is!
  What a diligent operator he is!

- **What + Noun (jamak)**
  What expensive laptops, they are!
  What happy families, they are!

UNIT XIX
CHALLENGES of IT CAREERS

Both information technology and the myriad of information systems it supports have created interesting, challenging, and lucrative career opportunities for millions of men and women all over the globe. At this point in your life you may still be uncertain about the career path you wish to follow, so learning more about information technology may help you decide if you want to pursue an IT-related career. In recent years, economic downturns have affected all job sectors, including IT. Further, rising labor costs in North America, Canada, and Europe have resulted in a large-scale movement to outsource basic software programming functions to India, the Middle East, and Asia-Pacific countries. Despite this move, employment opportunities in the information systems field are strong, with more new and exciting jobs emerging each day as organization continue to expand their use of information technology. In addition, these new jobs pose constant human resource management challenges to all organizations because shortages of qualified information systems personnel frequently occur. Dynamic developments in business and information technologies cause constantly changing job requirements in information systems, which will ensure that the long-term job outlooking IT remains both positive and exciting.

Along with the myth that there are no jobs for IS professionals, another common myth is that IS professionals are computer geeks who live in a cubicle. Once again, nothing could be further from the thruth! Today's IS professional must be highly skilled in communication, dealing with people, and, most of all, articulate in the fundamental of business. The world of the IS professional is filled with constant challenge, variety, social interaction, and cutting-edge decision making. No desks and cubicle here. If action is what you are after, then you have found it here.

One major recruiter of IS professionals is the IT industry itself. Thousands of companies develop, manufacture, market, and service computer hardware, software, data, and network products and services. The industry can also provide e-business and e-commerce applications and services, end-user training or business systems consulting. The biggest meet for qualified people, however, comes from the millions businesses, government agencies, and other organizations that use information technology. They need many types of IS professionals, such as systems analysts, software developers, and network managers to help them plan, develop, implement, and manage today's Internet-based and Web-enabled business/IT applicants.

Figure below listsj ust a few of the many career roles available to the modern IT professionals.

Career in Information Systems

Systems Analyst	System Consultant	Business Applications Consultant
Chief Information Officer	Computer Operator	Computer Serviceperson
Network Adminstrator	Data Dictionary Specialist	Network Manager
Database Administrator	Database Analysts	Documentation Specialists
IS Auditor	End-User Computer	Equipment Manufacturer Representative
PC Sales Representative	Programmer	Program Librarian
Project Manager	Records Manager	Hardware Sales Representative

Scheduling and Control Person	Security Officer	Office Automation Specialist
Senior Project Leader	Service Sales Representative	Software Sales Representative
Technical Analyst	Software Quality Evaluator	Technical Writer
Telecomunication Specialist	Training & Standars Manager	User Interface Specialist

According to recent reports by the U.S. Department of labor, computer systems analysts, database administrators, and other managerial level IS positions are expected to be among the fastest-growing occupation through 2012. Employment of IS professionals is expected to grow more than 36% percent (much higher than average) for all occupations as organizations continue to adopt and integrate increasingly sophisticated technologies. Job increases will be driven by rapid growth in computer system design and related services, which is projected to be one of the fastest-growing industries in the U.S. economy. In addition, many job openings will arise annually from the need to replace workers who move into managerial positions or other occupation or who leave the labor force.

A. Based on the reading text above, Please answer as the following questions about Challenges of IT Careers.

1. What do you do, if you may still be uncertain about the career?
2. What have economic downturns affected in recent years?
3. Why are employment opportunities in the information systems field strong?
4. What cause constantly changing job requirements in information systems?

5. Must IS professional be highly skilled in communication, dealing with people, and, most of all, articulate in the fundamental of business?
6. What is myth of Information system professionals?
7. Is the IT industry as recruiter of IS professionals?
8. Who need many types of IS professionals?
9. How many percent is Employment of IS professionals expected to grow?
10. What will Job increases be driven?

B. Determine which of the following statements are true and which are false. Then put T or F in the blanks. Correct those statements which are false by rewriting them

A. ……. At this point in your life you may still be uncertain about the career path you wishes to follow
B. ……. To learn more about information technology may help you decide if you want to pursue an IT-related career
C. ……. Dynamic developments in business and information technologies cause constantly changing job required in information systems
D. ……. Today's IS professional must be highly skilled in communication, dealing with people, and, most of all, articulate in the fundamental of business
E. ……. The bigger meet for qualified people, however, comes from the millions businesses, government agencies, and other organizations that use information technology

C. Look at the italiced terms in the left-hand column and find the correct synonyms or definition in the right-hand column.

1. At this point in your life you may still be uncertain about the career ***path*** you wish to follow	a. A reduction in economic or business
2. Learning more about information technology may help you decide if you want to ***pursue*** an IT-related career	b. A story that originated in ancient times
3. In recent years, economic ***downturns*** have affected all job sectors, including IT	c. A person qualified or one of profession
4. another common ***myth*** is that IS professionals are computer geeks who live in a cubicle	d. In order to catch ……
5. One major recruiter of IS ***professionals*** is the IT industry itself	e. A way or track made or by people walking

D. Substitute appropriate terms for the italicized words or phrases in the sentence below with the available words in the box

important, tools, transaction, categorize, stored, routine, effectively, lease

1. Products are ***kept*** in warehouses until they are shipped to wholesalers to retailers

2. When a business or an individual needs to use an expensive piece of equipment, the decision is often made to ***rent*** rather than to buy
3. Computer performs numerous ***common*** data processing tasks in business
4. Computers handle large amounts of data rapidly and efficiently; they ***classify***, process, and report this information
5. Decision-making is an ***essential*** part of the managerial process
6. In order to operate ***efficiently*** at all administrative levels, today's managers need knowledge of computers and their business applications
7. Each ***piece of business*** involving the transfer of money must be carefully recorded in the firm'sbook
8. Computers function as useful ***aids*** in the analysis of data

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question : The customers felt very dissappointed with the service of the hotel **<u>yesterday</u>** Answer : When did the customers feel very dissappointed with the service of hotel?

1. Dynamic developments in business and information technologies cause **<u>constantly changing job requirements in information systems</u>**
2. Nations import goods because **<u>they lack or cannot produce as efficiently as possible</u>**
3. The computer program used for inventory control **determines <u>how much stock to reorder</u>**

4. **Computers** have become essential for day-to-day business transaction
5. Market researchers identify **the target market for a particular product**
6. The buying habit of consumers are influenced **by promotion**
7. Supervisors should strive for two-way communication **with their employee**
8. Financial information is essential **for organizational decision making**
9. The stock market is closely watched **every day**
10. The financial condition of a company is reflected in **its financial statement**

F. Likely & Probably

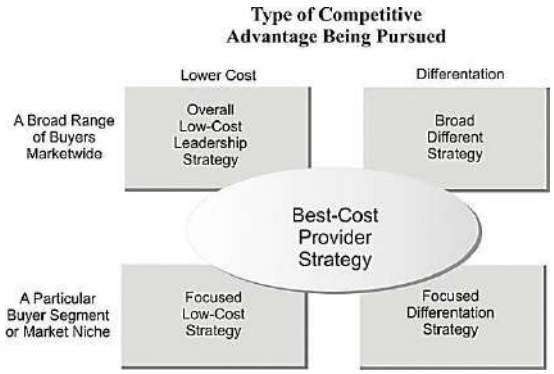
Likely & probably (nampaknya, mungkin) keduannya dapat digunakan untuk mengungkapkan bahwa suatu perbuatan/kejadian nampaknya akan terjadi di masa yang akan datang. Susunan kalimatnya dapat dijelaskan di bawah ini:

- **Subject + am/is/are +likely + to Infinitive**
  Contoh:
  They are likely to promote their product via websites
  He is likely to do the research about anti-virus
  We are likely to redsign the information systems

- **Subject + will + probably + Bare infinitive**
  Contoh:
  We will be probably not come to the seminar tonight
  He is likely not to send the data of finance
  She is likely not to update new system

UNIT XX
INFORMATION SYSTEMS For SUPPORTING STRATEGY: DOING THINGS SMARTER

In most cases, however, the best way to use an information system is to support the organization's strategy in a way that enables the firm to gain or sustain competitive advantage over rivals. To understand why, think about organizational strategy—a firm's plan to accomplish its mission and goals as well as to gain or sustain competitive advantage over rivals—how it relates to information systems. When senior managers conduct strategic planning, they form a vision of where the organization needs to head, convert that vision into measurable objectives and performance target, and craft a strategy to achieve the desired results. In figure below, we show some common organizational strategies.



An organization might decide to pursue a low-cost leadership strategy, as do Wal-Mart and Dell, by which it offers the best prices in its industry on its goods and/or services. Alternatively, an organization might decide to pursue a differentiation strategy, as do Porsche, Nordstrom, and IBM, by which it tries to provide better product or

services than its competitors. A company might aim that differentiation broadly at many different types of consumers, or it might focus on a particular segment of consumers, as Apple did for many years with its focus on high-quality computers for home and educational markets. Still other organizations might pursue a middle-of-the-road strategy, following a best-best provider strategy, offering products or services of reasonably good quality at competitive prices, as does Target.

A person with a strategic mentality toward information systems goes beyond mere automating and learning and instead tries to find ways to use information systems to achieve the organization's chosen strategy. This individual wants the benefits of automating and learning but also looks for some strategic, competitive advantage from the system. In fact, in today's business environment, if a proposed information system isn't going to clearly deliver some strategic value (i.e., help to improve the business so that it can compete better) while also helping people to work smarter and saving money in the process, then it isn't likely to be funded.

How do business firms typically get competitive advantage? An organization has competitive advantage whenever it has an edge over rivals in attracting customers and defending against competitive forces (Porter, 2001). In order to be successful, a business must have a clear vision, one that focuses investments in resources such as information systems and technologies to help achieve competitive advantage. Some sources of competitive advantage include the following: Having the best-made product on the market, Delivering superior customer service, Achieving lower costs than rivals, Having a proprietary manufacturing technology, Having shorter lead times in developing and testing new products, Having a well-known brand name and reputation, and Giving customers more value for their money.

Companies can gain or sustain each of these sources of competitive advantage by effectively using information systems. Returning to our loan example, a person with a strategic view of information systems would choose a computer-based loan application

process because it can help achieve the organization's strategic plan to process loan applications faster and better than rivals and to improve the selection criteria for loans. This process and the supporting information system add value to the organization and match the organization's strategy. It is, therefore, essential to the long-term survival of the organization, If, on the other hand, managers determine that the organization's strategy is to grow and generate new products and services, the computer-based loan application process and underlying system might not be an efficient, effective use of resources, even though the system could provide automating and learning benefits.

A. Based on the reading text above, Please answer as the following questions about Information Systems for Supporting Strategy.

1. What is the best way to use an information system?
2. What do senior managers conduct strategic planning?
3. Why might an organization decide to pursue a low-cost leadership strategy?
4. Did Apple for many years with its focus on high-quality computers for home and educational markets?
5. What for does An organization have competitive advantage?
6. What do some sources of competitive advantage include?
7. How can companies gain or sustain each of these sources of competitive advantage?
8. Could the system provide automating and learning benefits?

B. Look at the italiced terms in the left-hand column and find the correct synonyms or definition in the right-hand column.

1. Rivals	a. **To produce something**
2. Pursue	b. **A person competing with another**
3. Strategic	c. **To meet**
4. brand	d. **The quality of being useful**
5. Reputation	e. **To chase something**
6. Match	f. **The opinion that people in general have about**
7. Generate	g. **An aim to achieve a specific purpose**
8. Value	h. **A type of product manufactured by a particular company a trade mark**

C. Fill in the blank with noun (N) or verb (V). Use your dictionary if necessary

NOUN	VERB
1. …….	1. Accomplish
2. …….	2. Convert
3. Differentiation	3. …….
4. Segmentation	4. …….
5. …….	5. Grow
6. …….	6. Consume
7. Selection	7. …….
8. Investment	8. …….
9. …….	9. Choose
10. …….	10. Determine

D. Would you please fill in the missing words on the sentences with the available words in the box below

promoting , exchange, performance, earning, insured, processor, consider, transported, pay, develop

1. Companies …… commercial website is to inform about an idea or event
2. Social networking websites help people to ……. personal information
3. When a company exports goods abroad there are many problems it must …….
4. Goods can be …….. by sea or by air
5. The shipment must be …….against loss or damage in transit
6. The company must…… packaging charge
7. Every company must pay a proportion of its …….. to the government in the form of tax
8. Another way of …… a new product is to place advertisements in magazines or newspapers
9. You can increase the functions or …….. of a computer with an expansion card
10. My new computer has a very high speed …….

E. Would you please make a guestion based on the underlined word on the sentences below. Look at the example in the box

Question : The company gives 50% discount for customers every **<u>Saturday night</u>** Answer : When does the company give 50% discount for customers?

1. Information technologies can be applied to basic business processes **using the value chain framework.**
2. **Knowledge management systems** also facilitate organizational learning and knowledge creation
3. Information technology will play in developing and maintaining the strategic of a company **in modern business**
4. The manager used personal information manager (PIM) **to store, organize, and retrieve information about customers**
5. Knowledge management has been becoming one of the major strategic uses information technology **since 5 years ago**
6. The concept of software resources includes **all sets of information processing instructions**
7. They might use corporate **intranets** to publish project news and progress report
8. Many organizations replicate and distribute copies or parts of databases **to network servers at a variety of sites**
9. One of primary advantage of a distributed database lies with **the protection of valuable data**
10. Operational database stored detailed data needed **to support the business processes and operations of a company**

F. Adjective With Prepositions

Ada beberapa kata sifat (adjective) dalam bahasa Inggris yang mempunyai kata depan (prepositions) yang permanen, hal tersebut sudah merupakan aturan yang tidak berobah atau digantikan dengan kata depan yang lain. Di bawah ini diberikan beberapa kata sifat beserta pasangan kata depan-nya dan contohnya:

Adjective + for	Contoh
To sick for	He is sick for playing a game
To be responsible for	She is responsible for maintaining inventory
To be enough for	We are enough for being a supervisor
To be suitable for	The system is suitable for analysing the data
To be ready for	The company is ready for using new software
To be famous for	She is famous for creating anti-virus
To be qualified for (in)	They are qualified for designing websites
To be grateful for	I am grateful for his advice

Adjective + of	Contoh
To be proud of	He is proud of winning the contest of robot
To be full of	The hotel is full of services
To be afraid of	I am afraid of losing the data of finance
To be jealous of	She jealous of the career of her sister
To be fond of	They are fond of doing the research
To be ashamed of	We are ashamed of making mistake
To be glad of	He is glad of being the winner of contest
To be aware of	She is aware of delaying the payment
To be capable of	He is capable of empowering the company
To be critical of	She is critical of government policy
To be tired of	They are tired of doing the same thing

Adjective + to	Contoh
To be useful to	Robot is useful to replacing the human
To be sensitive to	He is sensitive to learning a love song
To be polite to	You must be polite to your father
To be kind to	They are very kind to every one
To be anxious to	He is anxious to developing IT
To be obedient to	We are obedient to the rule
To be generous to	The boss is generous to all employees
To be rude to	He is rude to his wife
To be attentive to	We are attentive to the latest laptop
To be contrary to	My idea is contrary to yours
To be equal to	Your salary is equal to your responsibility
To be faithful to	I am faithful to my company

Adjective + with	Contoh
To be angry with	He is angry with the manager
To be popular with	She is popular with the invention of new software
To be patient with	We must be patient with our children
To be pleased with	I am pleased with new strategy of marketing
To be satisfied with	The customers are satisfied with the hotel's service
To be consistent with	His explanation is consistent with the fact
To be delighted with	The Employees are delighted with new policy
To be familiar with	He is able to familiar with new environment

Adjective + at	Contoh
To be astonished at	I am astonished at the result of the research
To be bad at	He is very bad at English
To be slow at	She is slow at finishing the report
To be clever at	The supervisor is clever at solving the problem
To be good at	You are good at designing websites
To be efficient at	The company is really efficient at managing project
To be expert at	My sister is expert at analyzing the data

Adjective + about	Contoh
To be anxious about	We are anxious about the quality of service
To be enthusiastic about	She is enthusiastic about promoting the new product
To be worried about	They are worried about the increasing of oil price
To be happy about	He will be happy about his promotion
To be careful about	We must be careful about competitor's strategy
To be sad about	The director is sad about declining the sale
To be curious about	New secretary is curious about her responsibility
To be doubtful about	I am doubtful about the strength of the printer

Adjective + in	Contoh
To be successful in	The team is successful in finishing the project
To be deficient in	I am deficient in focusing the goal
To be fortunate in	You are fortunate in winning the game
To be honest in	He is honest in explaining the conflict
To be proficient in	She is proficient in coordinating the team
To be skillful in	You are skillful in training new workers
To be weak in	I am weak in mastering English

Adjectice + from	Contoh
To be absent from	I was absent from involving the team
To be away from	The achievement is away from the target
To be different from	My idea is different from yours
To be far from	My house is far from the centre of city
To be remote from	You are remote from the development of technology
To be safe from	He was safe from the accident yesterday

UNIT XXI
IDIOMS

Idiom mempunyai peran yang sangat penting dalam penguasaan bahasa Inggris, tanpa memahami dan mengetahui idiom dengan baik maka kita akan mendapatkan kesulitan dalam berbicara, menterjemahkan dan menulis bahasa Inggris. Idiom adalah susunan kata-kata yang mempunyai arti khusus yang apabila diterjemahkan secara literally akan mempunyai makna yang berbeda dan dapat menimbulkan salah pengertian. Dalam bab ini disajikan sejumlah contoh-contoh idiom yang sering dipergunkan dalam percakapan sehari-hari.

- Blue-eyed boy : anak kesayangan
  Although Anto is a blue-eye boy, he is very expert in designing information system
- Cat and dog life : kehidupan penuh pertengkaran
  The life of business is like a cat and dog life because of head to head competition
- A dirty look : anggapan tidak baik; hina
  Don't have a dirty look to a job of operator computer, it needs a computer skill
- A good mixer : orang yang mudah bergaul
  After learning information technology he becomes a good mixer in his job environment
- A life sentence : hukuman seumur hidup
  After stealing the secret data of his country, the judge punished the minister life sentence

- Adopt on idea : mengutip pendapatan
  When he delivers his speech, he always adopts on idea many experts
- Apply the mind to : Mencurahkan perhatian
  The new manager must apply the mind to solve the problem of the company
- As I see it : menurut hemat saya
  As I see it, The information system plays a very great role in the business
- Appear on the scene : tampil didepan umum
  After finding the anti virus, She never appears on the scene because she is a shy girl
- Ask for trouble : menimbulkan gara-gara
  Most of his friends hate him because he always asked for trouble every day
- Bad off : sakit parah
  He doesn't smoke since he has been bad off
- Beat the breast : menepuk dada
  After doing research about the e-commerce, the manager always beats the breast
- Bring into court : memperkarakan kepengadilan
  The director brought the court of the case of plagiarism of the product last week
- Break a path : membuka jalan
  The data of sms has broken the path of the murder
- Bring to ruin : menghancurkan
  The virus of computer has brought to ruin the data of company finance

- Bring to nought : menyia-nyiakan
  She has brought to nought the opportunity to be director of Information system
- Call to mind : mengingat kembali
  I was trying to call to mind my past experience when I entered the data yesterday
- Catch a glimpse of: melihat sepintas
  I caught a glimpse of the result of testing the new product yesterday
- Come in numbers : berduyun-duyun
  The people come in numbers to see the foot ball game
- Confer upon : menganugerahkan
  The government confered upon man of the year to him last night
- Deserve well of : berjasa
  The manager deserved well of building the business network arround the world
- Devote to : berbakti
  The children must devote to the parents
- Do the honor : menjamu dengan ramah
  The president did the honor a distinguished quest from America last week
- Drop in : mampir
  Don't forget to drop in my house!
- Dry behind the ears : berpengalaman
  The teacher has dried behind the ears many years to teach English
- Earn a living : mencari nafkah
  She earns a living as a computer programmer at foreign company

- Exile one's self : meninggalkan negerinya
  She has exiled her self to work as system analyst in singapore
- Eye-wash : omong kosong; kebohongan
  It is just eye-wash, she always talks without any reality
- Fall a sleep : tertidur
  He is falling a sleep because he is very tired after working the whole day
- Fall in with : setuju
  I don't fall in with your opinion to broaden the marketing area
- Fall into bad habit
  You are always late to come the office, it will fall into bad habits
- Far into the night : sampai larut malam
  They discussed the role of information technology in business far into the night
- Fiddle about : berfoya-foya
  She always fiddles about with her friends every nigh after being CEO of company
- Get into line : menyesuaikan diri
  Wherever you are, you must get into line the environment
- Go with child : hamil
  After waiting for many years, she finally goes with child
- Go with the stream : ikut-ikutan
  Don't go with the stream you must have your own idea
- Grieve for : berduka-cita
  I join to grieve for the death of your father
- Half-pay : gaji buta
  They just enjoy a half-pay because they never come to the office

- Hard-hearted : kejam
  The boss is hard-hearted because he always punishes his subordinates he thinks wrong
- Have a feeling : mendapat firasat
  I have a feeling that my research will give an good impact to the performance of company
- Horse-laugh : tertawa mengejek
  He is a horse-laugh after listening to her story
- Hot-blooded : galak
  The old lecturer is very hot-blooded, most of students are afraid of him
- Immersed in : asyik dengan; tenggelam dalam
  He is immersed in his bad habit, so he never realizes its danger
- Ill-advised : tidak bijaksana
  The rule is ill advised because all employees must work over everyday
- In favour of : berpihak pada; untuk keuntungan
  The judge must be in favour of the truth
- In poor health : kesehatan terganggu
  Taufik hidayat didn't perform his best playing because he was in poor health yesterday
- In passing : sepintas lalu
  In passing he looks very rich but in reality he has much loan in many banks
- Jack in office : pegawai yang sombong
  After being promoted as a manager, Joni is jack in office, most of his friends hate him

- Just the thing : barang yang sangat berguna
  Book is just the thing to increase your knowledge
- Jealous looks : cemburu; iri hati
  Sinta is jealous looks at her friend's success
- Jack of all trades : orang cakap dan pandai dalam segala hal
  The director is a jack of all trades, most of his employees respect him
- Keep a thing a secret : merahasiakan sesuatu hal
  As a loyal worker, he always keeps a company secret
- Knit the brows : mengerutkan dahi
  He knited the brows after reading the bad impact of social media
- Knock cold : menjadi tidak sadar
  After drinking too much whisky he knocked cold last night
- Know by heart : hafal, ingat
  Although he has been 80 years old, he knows by heart all his friends
- La-di-da : orang yang bertingkah; sombong
  After being well known actrees, she is la-di-da
- Languish for : rindu akan
  I languish for my country because I have been studying in Germany for more than 5 years
- Let blood : berdarah
  The thief letted blood after being shot by the police yesterday
- Look on the dark side : memandang dari segi buruk
  Don't look on the dark side the development of Information Technology
- Lose touch with : tidak berhubungan lagi dengan
  After resigning from his job, he loses touch with his manager

- Love-sick : merana dalam cinta
  After being divorced by his husband she is a love-sick
- Make a mock of : mengejek; menertawakan
  Don't make a mock of your friends who make mistake in speaking English
- Make account of : mementingkan; memperhatikan
  He is a selfish so he always makes account of himself
- Make as though : berpura-pura
  The lady always makes as though as a poor, in reality she is very well-of
- Make compulsory : mengharuskan; mewajibkan
  The government made compulsory the company to pay a tax on time
- Moral duty : hutang-budi
  I think I have moral duty to my teachers
- Mourn for : meratapi; berduka cita
  The beautiful girl mourned for her pregnancy
- None of your lip : jangan kurang ajar
  None of your lip! You must obey your parents
- Nothing wrong with : tidak ada yang salah
  Don't blame your friends! Nothing wrong with the chse!
- Neither fish nor flesh : bukan yang ini dan bukan yang itu
  Neither fish nor flesh I am not interested in using one of the two systems
- Not work straw : tak berguna sama sekali
  Your reason is not work straw everything has happened

- On the rise : selalu naik (harga)
  The price of oil will be on the rise if the rate of dollar appreciates to rupiah
- Once upon a time : pada suatu waktu; sekali peristiwa
  Once upon a time please visit my house
- Open one's eyes to : menginsafkan
  The teacher tries to open students' eyes to think their future
- Out of danger : terhindar dari bahaya
  The old woman was out of danger in the accident yesterday
- Out of touch with : tidak berhubungan lagi
  He is out of touch with his ex-director for a long time
- Pass out : pingsan; mati
  After drinking too much whisky, he passed out yesterday
- Pick fault : mencari-cari kesalahan
  The director always picks fault his employees, when the sale declines
- Pit against : mengadu domba
  Be careful she will pit against among us
- Play truant : membolos
  The lecturer is very angry because half of students play truant
- Power of attorney : kuasa; surat kuasa
  You can't sell the house without power of attorney from your parents
- Put the blame on : mencela
  Don't put the blame on the weakness of your friends !
- Quick-witted : cerdik
  The thief was very quick witted to release from the jail

- Raise money on : menggadaikan; meminjam uang untuk
  Many students raise money on paying school fee
- Read between the lines : memahami arti tersembunyi pada tulisan
  To enjoy the novel you must read between the lines
- Refrain from : menahan diri; menjauhkan diri dari
  After going out from the prison, he tried to refrain from his old friends
- Revolve in the mind : mempertimbangkan dengan hati-hati
  Before opening new branch, you must revolve in the mind to minimize the risk
- Run a business : menjalankan perusahaan
  After studying abroad, John succeeds in running a business
- Run a risk : menghadapi resiko
  When you start the business, you must be ready to run a risk
- See eye to eye : sependapat; seia-sekata
  If you don't see eye to eye with the decision, you may propose your opinion
- Sell out : menjual habis
  The new salesman sold out new products very quickly
- Set back the clock : memutar-balikkan; memundurkan
  The committee set back the clock the seminar without any information before
- Shilly-shally : ragu ragu
  You look shilly-shally to occupy the top manager of the foreign company
- Speak well of : memuji; mengabulkan
  The director doesn't speak well of the employee's demand

- Starve for : sangat mendambakan
  After being 40 years old, he starves for a life partner
- Take coolly : bersikap tenang
  Although she is still young but she takes coolly in facing the problem
- Take for granted : menganggap benar
  Don't take for granted the rumor! You must be careful before deciding the problem
- Take the stand : mengambil alih kedudukan
  The owner of the company took the stand of manager to overcome the problem
- Thrust aside : menyampaikan
  Because you have got married, so you don't thrust aside the role of your wife
- Turn over a new leaf : mulai hidup baru; memperbaharui
  She will turn over a new leaf after being promoted to be manager
- Under the mask of religion: dengan berkedok agama
  Under the mask of religion he always influences the people to deviate from the rule
- Upon my honour bright : sungguh mati
  Upon my honour bright I tell the thruth what happened yesterday
- Vary in opinion : berbeda faham
  Though we vary in opinion but we must respect each other
- Vest with : memberi kuasa
  I vest with my sister to withdraw the money in the bank
- Weal and woe : keuntungan dan kemalangan
  The weal and woe will depend on the God, but we must pray and try as well as possible

- What not : dan lain-lain
  The secretary will clarify the customer's complaint and what not
- Willy-nilly : mau tak mau
  The employee will-nilly must train how to implement new information system
- Yap at : memarahi
  The young manager yapped at the employees because of their mistake in analysing the data

GLOSSARY

Kata-kata yang ada dalam glossary ini bersumber dari reading texs yang ada dalam buku ini. Istilah-istilah tersebut didefinisikan sesuai dengan konteks yang ada dalam reading tersebut. Daftar kosa kata mencakup kata sifat (adjective/adj), kata kerja (verb/v), kata keterangan (adverb/adv) dan kata benda (noun/n).

A competitive advantage (n): keunggulan kompetitif
A customer-focused business (n): bisnis yang berfokus pada pelanggan
Access (v): menjangkau
Accessible (adj): dapat dijangkau
Accomplish (v): menyelesaikan
Advertise (v): mengiklankan
Affect (v): berdampak
Agile (adj): cerdas
Aim (n): tujuan
Allied with (v): bergabung dengan
Articulate (v): mengartikulasikan
Assist (v): membantu
Automate (v): mengotomatiskan
Business process reenginerring (BPR)
Bother (v): menganggu, mengacaukan
Carried out (v):melaksanakan
Characterized (v): memberi cirri kepada, menggolongkan
Compete (v): bersaing
Competitive advantage strategies: strategi keunggulan bersaing
Conclude (v): menyimpulkan
Confined (v):mengurung, menahan, membatasi
Constraint (noun): hambatan
Conventional marketing: pemasaran tradisional
Converting (v): merobah
Core business(n): bisnis inti

Criticized (v): mengkritik
Customer value (n):nilai bagi pelangan
Customer-focused business (n): bisnis yang berfokus pada pelanggan
Debatable (adj): dapat diperdebatkan
Decision support systems (DSS) (n): system pendukung keputusan
Decision-making quality (n): kualitas pengambilan keputusan
Devise (v): memikirkan, merencanakan
Digital economy(n): ekonomi digital
Digital media (n): media digital
Disseminate (v): menyebarkan
Diverse (adj): bermacam-macam
Do a feasibility study (v): melakukan studi kelayakan
e-commerce (n): perdagangan elektronik
Elicit (v) : mendapatkan, memperoleh
Eliminates(v): menghapus atau menghilangkan
Emerge (v): muncul, timbul
Empower (v): memberdayakan
Encourage (v): memberi dorongan
Enhance (v): meningkatkan
Enlist (v): membuat daftar
Ensure (v): meyakinkan
Equate (v): menyamakan
Evolve (v): berkembang
Exchange (n): pertukaran
Exchange rate (n): nilai tukar
Executive information systems (eis) (n):
Exhibit (n): mempertunjukkan
Expert system (n): sistempakar
Extends (v): memperpanjang
Facilitate (v): memfasilitasi
Fit spare parts (v): memperbaiki spart part
Foreign currency(n): mata uang asing
Fosters (v): membantu perkembangan

Fulfill (v): memenuhi
Generate (v):menghasilkan
Grab (v): merebut,menangkap, mengambil
Global market (n): pasar global
Human resource information systems (hris): sistem informasi sumberdaya manusia
Illustrate (v): mengambarkan
Implement (v): melaksankan
Implications (n): implikasi
Integrate (v):mengintegrasikan
Inevitably (adv): yang tak terelakkan/terhindarkan
Invisible (adj): tidak nampak
Keep customers loyal (v): menjaga loyalitas pelangan
Keep track of (v) menyimpan catatan
Keep up with (v): berhubungan
Launching the product (v): meluncurkan produk baru
Legacy (n):warisan, peninggalan
Locate (v): melokalisir atau menempatkan
Lodge (v): mengajukan
Lucrative (adj): menguntungkan
Market share (n): pangsa pasar
Marketing information systems (mis): sistem informasi pemasaran
Marketing mix (n): bauran pemasaran
Match (v): menyelaraskan atau mencocokkan
Merely (adv): hanya, melulu, belaka
Mitigate (v): meredakan,mengurangi
Outlook (n): pandangan, harapan
Personalized (adj): sesuai selera individ, bersifat pribadi
Pervasive (adj): dapat menembus/meresap/merembes
Pivotal (adj): sangat penting
Preliminary study (n): studi kelayakan/ study awal
Primarily (adv): terutama
Proliferation (n): perkembang biakan

Provide (v): menyediakan
Purchase (n): pembelian
Pursue (v):mengejar
Quality assurance (n): jaminan mutu
Quality control (n): pengendalian mutu
Radical (adj): perobahan besar
Refine (v): menyaring, menyuling, menghaluskan
Reflect (v): mencerminkan
Replace (v): menggantikan
Retrieve (v): mendapatkan kembali
Revealed (v): mengungkappkan
Revolutionalize (v): merevolusi, merombak
Risk analysis (n): analisis resiko
Robustness (adj): tegap, sehat,kuat
Shed light on (v): menjelaskan
Shortages (n): kekurangan
Simplify (v):menyederhanakan
Spread (v): menyebarkan
Stimulate (v): merangsang
Streamline (v): mempersingkat
Take a stand (v):mengambil alih
Transaction cycle (n): siklus transaksi
Transform (v): mengubah
Undertake (v): menjalankan, melakukan
Upgrade (v): naik, menaikkan
View (v): memandang
Visible (adj): keliahatan, nampak
Web information systems (wis): system informasi berbasis web

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ANSWER KEY

Di bawah ini disajikan kunci jawaban pertanyaan-pertanyaan yang ada dalam buku English for Information Systems and Business dengan harapan dapat membantu para pembaca untuk mengevaluasi diri setelah menjawab soal-soal yang ada. Untuk itu penulis menyarankan agar dalam menjawab pertanyaan tidak langsung melihat kunci jawaban tetapi digunakan sebagai evaluasi diri. Khusus Jawaban reading sengaja tidak disertakan dengan harapan sebagai wahana diskusi.

UNIT I

B. 1. E, 2. A, 3. D, 4. B, 5. C

C. 1. F, 2. F, 3. T, 4. T, 5. F, 6. F, 7. F, 8. T

D. 1. Flat, 2. Low, 3. Use, 4. Fast, 5. Compact, 6. Low-tech, 7. Latest, 8. Compatible, 9. Thick, 10. high-tech

E. 1. a. anticipate, b. anticipation
2. a. produce, b. product
3. a. preference, b. prefer
4. a. Apply, b. application
5. a. developed, b. development
6. a. delivery, b. deliver
7. a. contribution, b. contribute
8. a. evaluate, b. evaluation

UNIT II

B. 1.Debated, 2. Notion, 3. Special, 4. Conventional, 5. Obstacles, 6. Got, 7. Merely, 8. Communicate

C. 1. Argument, 2. Requirement, 3. Exchange, 4. Advertise, 5. Evolvement, 6. Perceive, 7. Adaptation, 8. confirmation

D. 1. Where are information technologies deeply embedded?
2. What enables you to pull information about virtually anything from any where?
3. What can you comfortably use a computer to?
4. What does information systems have to organization?

5. What for does information system collect, process, store, analyze, and disseminate Information?
6. What are an information systems intended?
7. What kind of devices does hardware consist of?
8. What do modern organization employ?
9. What for does the softwaremanipulate this information?
10. Who also use information technology to manage their relationship with their customers?

E. 1. Accesed, 2. Hacker, 3. Viewed, 4. Spam, 5. Firewall, 6. Update, 7. Scan, 8. Detect, 9. Expires, 10. renew

UNIT III

B. 1.F, 2. T, 3. F, 4. F, 5. T

C. 1. Development, 2. Implement, 3. Achievement, 4. Innovate, 5. Distribute, 6. Competition, 7. Improve, 8. collaborate

D. 1.swipped, 2. Called, 3. Image, 4. Draw, 5. Webcam, 6. Wearing, 7. Talks, 8. Dual, 9. Motherboard, 10. Upgraded

E. 1. To whom does an information system in organization provide processes and information useful?
2. What for might the computer systems be used?
3. How can the computer process the data?
4. Why may manual systems be less accurate?
5. How are most of companies using as a means of marketing the product?
6. What are sometimes be regarded as providing competitive advantage?
7. When did computer networks become pervasive?
8. What could have the effect of isolating human beings from one another?
9. How do companies need to provide quality customerservice and develop products?
10. What for does the company focus on strategic planning and alignment of information Systems?

UNIT IV

B. 1.through, 2. Vividly, 3. Get, 4. Larger, 5. Developed, 6. Executed, 7. Effects, 8. Chance, 9. Manage, 10. forcasts

C. 1. Involvement, 2. Execute, 3. Estension, 4. Reduction, 5. Communicate, 6. Estimation, 7. Improve, 8. Predict, 9. Suggestion, 10. Achievement

D. 1. When will the company introduce new product?
2. To whom can Decision Support Systems help to take a decision?
3. What kind of instrument are most of companies using as means of marketing the product?
4. How does Information technology develop?
5. What did the consumers feel disappointed with last week?
6. What has the foreign company distributed arround Indonesia?
7. Where do business professions offer opportunity?
8. Why do the employees quit their job??
9. What can you specialize within the field of data processing?
10. What offers different types of jobs, such as advertiser or seller?

E. 1. Take, 2. Operating, 3. Background, 4. Programs, 5. Click, 6. Keep, 7. Delete, 8. Pressing 9. shut, 10. Leave

UNIT V

B. 1. Grew, 2. Important, 3. Zones, 4. Reachable, 5. Period, 6. Broadened, 7. Emerged. 8. Overcoming, 9. Unsuitable, 10. Match

C. 1. Inform, 2. Interact, 3. Centre, 4. Empowernment, 5. Connection, 6. Decide, 7. Evolvement, 8. commercialize, 9. Conversion, 10. consideration

D. 1. How are computers able to manipulate certain kinds of data?
2. What can a computer system store on magnetic tape for future use?
3. To whom does the company focus on in its marketing strategy?
4. Who predict that the computers will play an important role in the lives of people?
5. What do the companies try to meet?
6. When did the director promotenjohn as sales manager?
7. Where do businesses compete each other?
8. Where do many small business focus on?
9. What kind of elements are theretwo main elements of computer?

10. What for did IBM advise the company?

E. 1. Connect, 2. Set, 3. Enter, 4. Find, 5. Files, 6. Offline,
7. Download, 8. Called, 9. Connection, 10. Pay

UNIT VI

B. 1. F, 2. T, 3. F, 4. F, 5. T

C. 1. E, 2. C, 3. F, 4. G, 5. A, 6. H, 7. B, 8. D

D. 1. What for did the strategic view of information systems highlight the neccesitay for top Management?
2. What can make do with poor technology, but not poor knowledge of application?
3. What do the users and analysts work rather than as expert and non-expert?
4. How might competitive advantage be achieved ?
5. What does Porter offer to help indentify the competitive forces that any computer needs to consider?
6. Wht will Information Technology automatically result in?
7. Who can see that computer systems will directly help them in decision making?
8. Where can competitors copy the IT system easily and reproduce the benefits?

E. 1. User-friendly, 2. Intuitive, 3. Counter-intuitive, 4. Commercial,
5. Tailor-made, 6. Pirated, 7. Educational, 8. Licensed

UNIT VII

B. 1. F, 2. T, 3. F, 4. F, 5. T

C. 1. Illustrate, 2. Involvement, 3. Relation, 4. Utilization, 5. Fulfill,
6. Examination, 7. comparasion, 8. Discovery

D. 1. Visits, 2. Images, 3. Animation, 4. Graphics, 5. Internet,
6. Browsers, 7. Stored,8. multimedia, 9. Display, 10. Website

E. 1. What for does the internet provide a set of interconnected networks for individuals and Businesses?
2. What is revolutionizing the way the business is being done?

3. What has the powerful combination of Internet and Web-technologies given rise to?
4. What for are companies exploiting the capabilities of the Web?
5. What must companies strategically position themselves?
6. When can individual customers access product information?
7. How does interactive communication enable firm to build customer loyalty?
8. Where has the web transformed traditional business operation?
9. How much revenue has Dell grown into one of the world's largest personal computer manufacturer?
10. Where has the greatest impact of the Web-based EC revoluzion occured?

UNIT VIII

B. 1. Recruit, 2. Evaluate, 3. Maintainance, 4. Collection, 5. Dissemination, 6. Intervene, 7. Employ, 8. Elimination

C. 1. The Human Resource Management (HRM) function does not involve the recruitment …
Does The Human Resource Management (HRM) involve the recruitment …?
2. The internet has not become a major force for change in human resource management
Has The internet become a major force for change in human resource management?
3. Intranet technologies do not allw companies to process most common HRM application …
Do Intranet technologies allow companies to process most common HRM application …?
4. Intranet can not collect information online from employees for input their HRM files
Can Intranet collect information online from employees for input their HRM files?
5. These electronic forms have not made viewing, entering, and adjusting payroll …
Have These electronics forms made viewing, entering, and adjusting payroll …?

D. 1. Computers, 2. Database, 3. Lowering, 4. Live, 5. Purpose, 6. Stored, 7. Generating, 8. information, 9. Update, 10. Websites

E. 1. Whom can DSS help to take a decision?
2. How most of companies are using internet?
3. When does Information technology develop very quickly?
4. When did the consumers feel disappointed with the service of the hotel?
5. What will The company introduce next year?
6. Where has The foreign company distributed the product?
7. Where do business profession offer opportunity?
8. Why do the employees quit his job?
9. What kind of job can you specialize in within the field of data processing?
10. What offers different types of job, such as advertiser or seller?

UNIT IX

B. 1. E, 2. D, 3. F, 4. G, 5. B, 6. A, 7. H, 8. C

C. 1. Information, 2. Executives, 3. Displays, 4. Used, 5. Retrieve

D. 1. Renewing, 2. Select, 3. Watermark, 4. Page-break,
5. Page-numbers, 6. Footnote, 7. order, 8. Database, 9. Desktop,
10. Clipboard

E. 1. How are computers be able to manipulate certain kinds of data?
2. What can A computer system store on magnetic tape for future use?
3. Whom does the company focus in its marketing strategy?
4. Who predict that computers will play an important role in the lives of people around the World?
5. What do companies try to meet?
6. When did the director promote john as sales manager?
7. Where do businesses compete each other?
8. Where do many small businesses focus on?
9. What kinds of elements are there computer systems?
10. What did IBM advise the company?

UNIT X

B. 1. Investigation, 2. Assessment, 3. Exhibition, 4. Represent,
5. Deliver, 6. Replace, 7. maintain, 8. Promote, 9. Advertisement,
10. Differentiate

C. 1. Start, 2. Feasible, 3. Trade fair, 4. Promoting, 5. Interest, 6. Fit,
7. Compaign, 8. New market

D. 1. What for do Companies develop commercial website?
2. What do Social networking websites help people?
3. What must a company consider to export goods abroad?
4. How can goods be transported?
5. What must be insured against loss or damage in transit?
6. What must company pay?
7. To whom must every company pay a proportion of its earning?
8. How is another way of promoting a new product?
9. How can you increase the functions or performance of a computer?
10. What does your new computer have?

E. 1. E-commerce, 2. Compare, 3. Cost, 4. Grown, 5. Implemented,
6. Viruses, 7. Connected, 8. external, 9. Security, 10. Uses

UNIT XI

B. 1. Automate, 2. Assistance, 3.forcast, 4. Advertise,
5. Encouragement, 6. Involve, 7. sell, 8. Expectation

C. 1. Interactive, 2. Using, 3. Customers, 4. Goal, 5. Keep

D. 1. Focus, 2. Conduct, 3. Intelligent, 4. On line, 5. Services,
6. Consumers, 7. Purchase, 8. Systems, 9. Reach, information

E. 1. What does IT make manager?
2. What have become an integral part of day-to-day business transaction?
3. Where are products kept in until they are shipped to wholesalers and retailers?
4. What does a computer function?
5. What does IT often provide manager?
6. Where has the rapid change neccesiated an acceleration of the product development Process?
7. What refers to the goods or service that a company wants to sell?
8. What will a company consider to chare its product?
9. To whom does wholesaler generally sell large quantities of product?
10. Where can the communication about the product take place?

UNIT XII

B. 1. F, 2. T, 3. F, 4. T, 5. F

C. 1. Operate, 2. Monitor, 3. Illustration, 4. Apply, 5. Automation, 6. Integration, 7. Fulfillment, 8. Simplification

D. 1. Working, 2. plugged, 3. Hit, 4. Unplug, 5. Look at, 6. Run out, 7. Press, 8. Pulled put, 9. Insert, 10. Changing

E. 1. How can digital media make customer communication?
2. Why can the internet contribute signigicantly to any industry
3. What for do firms also need to control access to their digital communication system?
4. How has business also shared their corporate messages in more visual ways?
5. What for will the information systems of organization be required?
6. What may help the organization to achieve improved efficiency of its operation …?
7. When did electronic commerce revolutionize?
8. Where has the UK government recognized the importance of actively promoting …?
9. What does data analysis concentrate?
10. What will the data model reflect?

UNIT XIII

B. 1. F, 2. T, 3. F, 4. F, 5. T

D. 1. Viruses, 2. Connected, 3. Information, 4. Systems, 5. Store, 6. Access, 7. Gain, 8. Database, 9. Support, 10. Solving

UNIT XIV

B. 1. Stimulation, 2. Consideration, 3. Transformation, 4. Popularize, 5. Invest, 6. Entertain, 7. Publishment, 8. Storage, 9. Confuse, 10. Grow

C. 1. Improve, 2. Communication, 3. Store, 4. Solve, 5. Digital

D. 1. Electronic, 2. Users, 3. Expanded, 4. Era, 5. Enabling, 6. Model, 7. Accurate, 8. Client, 9. store, 10. Decision

E. 1. You do not secure information systems from viruses and other threats
Do you secure information systems from viruses and other threats?
2. All systems did not connect to networks vulnerable to security violations outsiders …
Did all systems connect to networks vulnerable to security violations outsiders …?
3. Treats to information systems can not come from a variety of places inside …
Can Treats to information come from a variety of places inside …?
4. Information systems security does not refer to precaution taken to keep all aspect of IS
Does IS security refer tp precaution taken to keep all aspects of IS?
5. The virus did not destroy the computer systems last week
Did the virus destroy the computer systems last week?
6. Further, administrators can not log attempts by an authorized individuals to obtain access
Can administrators log attempts by an authorized individuals to obtain access
7. One common way to gain access to a password-protected system is not using a brute-force approach
Is one common way to gain access to a password-ortected system using a brute-force approach?
8. Some systems do not attempt to combat this by increasing the wait time required after …
Do some systems attempt to combat this by increasing the wit time required after …?

UNIT XV

B. 1. Resemblances, 2. Advantage, 3. Deliberated, 4. Announced, 5. Essential, 6. utilizes 7. whole, 8. Accrue

C. 1. Digital marketing does not share some similarities with conventional marketing technologie
Does digitalmarketing share some similarities with conventional marketing technology?
2. Digital media has not helped marketers to utilize new resources in seeking out and …
Has digital media helped marketers to utilize new resources in seeking out and …?

3. Twitter did not consider bot a social network and a micro-blog
   Did twitter consider a social network and a micro-blog?
4. Small business will not reach new markets through these inexpensive communication channels
   Will smallbusiness reach new markets through these inexpensive communication channel?
5. Digital technologies can not combine to create new communcication opportunities
   Can digital technologies combine to create new communication opportunieties?

D. 1. On, of (B), 2. G, 3. To, (E), 4. F, 5. In, (D), 6. On, (H), 7. In, (I), 8. To, (C), 9. On, (A)

E. 1. When did you talk about the role of information system?
2. What must the company develop a sound of business model?
3. What for do many companies use Electronic Data Interchange?
4. What will help to reduce errors by providing a single point entry?
5. What has one organization realized to communicate public communication?
6. When have a great number of businesses similarly implementing the web-based systems?
7. Where have many small firms found success by offering hard-to-find goods to global Audience at reasonable prices?
8. What should websites have a clear, concise, and consistent lay out, taking related Information?
9. What can advertise its website on other commerce sites or websites containing related Information?
10. What have these online social communities created a large underground economy?

UNIT XVI

B. 1. F, 2. T, 3. T, 4. F, 5. F

C. 1. Agree, 2. Priorly, 3. Executed, 4.compatible, 5. Objective, 6. Illustrated, 7. Measure, 8. Merely

D. 1. Conformation, 2. Reguire, 3. Assure, 4. Identification, 5. Indication, 6. Establish, 7. state, 8. Assessment

E. 1. When have information systems been becoming an integrated into our daily life?
2. When did Microsoft implement an intraner-based expenses reporting application?
3. What has organization failed?
4. How does the company usually monitor the inventory?
5. What will help all kind of business improve efficiency and effectiveness of business Process?
6. What can companies use intranet?
7. What does an intranet provide to facilitate online entry of information?
8. What are still among the most accepted forms of payment in B2C?
9. How can the consumers make transaction?
10. What can extranets dramatically improve?

UNIT XVII

B. 1. H, 2. F, 3. G, 4. A, 5. E, 6. C, 7. B, 8. D

C. 1. Analysis, 2. Weaken, 3. Equation, 4. Align, 5. Formulation, 6. Discovery, 7. Definition, 8. criticism, 9. Argument, 10. Deepen

D. 1. What did SWOT influence for 30 years?
2. How long has SWOT been developing?
3. What does SWOT mean?
4. What can SWOT be used?
5. What does undertaking a SWOT analysis involve?
6. What for did the company formulate strategy as a balancing act between the internal and External factors?
7. What are the outcomes of the SWOT?
8. sWho criticize the concept of SWOT?

E. 1. Information, 2. System, 3. Predict, 4. Affected, 5. Inventory, 6. Enters, 7. Developed, 8. important, 9. Data, 10. Storage

UNIT XVIII

B. 1. Estimation, 2. Allocation, 3. Formulate, 4. Represent, 5. Manipulate, 6. Interpret, 7. implicate, 8. Consumtion, 9. Reduction, 10. Comparasion

C. 1. C, 2. D, 3. G, 4. A, 5. B, 6. E, 7. H, 8. F

D. 1. Analysis, 2. Identifying, 3. Represented, 4. Producing, 5. Match

E. 1. Maintain, 2. Via, 3. Leased, 4. Delivery, 5. Reduce, 6. Shortens, 7. Occur, 8. Receive, 9. Enormous, 10. Midsize

UNIT XIX

B. 1. F, 2. T, 3.F, 4. T, 5. F

C. 1. E, 2. D, 3. A, 4. B, 5. C

D. 1. Stored, 2. Lease, 3. Routine, 4. Classify, 5. Important, 6. Effectively, 7. Transaction, 8. Tools

E. 1. What do Dynamic developments in business andinformation technologies cause?
2. Why do nations import goods?
3. What for does the computer used inventory control determine?
4. What have become essential for day-to-day business transaction?
5. What do market researchers identify?
6. How are the buying habit of consumers influenced?
7. With whom should supervisors strive for two-ways communication?
8. What is financial information essential for?
9. When is market closely watched?
10. What is the financial condition of a company reflevted in?

UNIT XX

B. 1. B, 2. E, 3. G, 4. H, 5. F, 6. C, 7. A, 8. D

C. 1. Accomplishment, 2. Conversion, 3. Deifferentiate, 4. Segmentation, 5. Growth, 6. Consumtion, 7. Select, 8. Invest, 9. Choice, 10. Determination

D. 1. Develop, 2. Exchange, 3. Consider, 4. Transported, 5. Insured, 6. Pay, 7. Earning, 8. promoting, 9. Performance, 10. Processor

E. 1. How can information technologies be applied to basic business processes?
2. What facilitates organizational learning and knowledge creation?

3. When will information technology play in developing and maintaining the strategic of a Company?
4. What for did the manager use personal information system?
5. How long has knowledge management been becoming one of the major strategic uses Information technology?
6. What does the concept of software resources include?
7. What might they use corporate to publish project news and progress report?
8. Where do many organizations replicate and distribute copies or parts of database ?
9. What does one primary advantage of a distributed database lie with?
10. What for did operational database store detailed data needed?

PENULIS

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