

BUSI 8205

Final Exam

Winter 2013

Name: _____

Student Number: _____

This is a closed-book exam.

This is a 2 hour exam.

No electronic or non-electronic aids or devices, including but not limited to cell-phones, laptop computers, dictionaries, are permitted.

CHOOSE ONE OF THE FOLLOWING QUESTIONS

(A) Analytics Implementation

Describe the business benefits, risks and costs associated with a large-scale analytics initiative. Describe the roles and responsibilities of the business unit manager to manage these. Suggest specific actions that she should nor should not do, specific questions that she should ask of other stakeholders.

You may include a discussion of possible mistakes or pitfalls to avoid, of the roles and responsibilities of other stakeholders in such a project. Your answer may touch on all levels, from governance through management to operations.

You may draw on as many topics/perspectives/articles as you wish. Interpret this question as broadly as you wish, but be specific in your answer.

(B) IT Risk Management

Identify types and/or sources of risk that are created by information technology in general (not any specific type of information system, although you may use examples in your discussion). Identify the roles and responsibilities of the business unit manager to manage these risks. Suggest specific actions that she should or should not do, specific questions to ask of other stakeholders. Your answer may touch on all levels, from governance through management to operations.

You may draw on as many topics/perspectives/articles as you wish. Interpret this question as broadly as you wish, but be specific in your answer.