Chapter 1 Running Case Assignment:
Understanding Information System Requirements
Software skills: Presentation software
Business skills: Management analysis and information system recommendations

How do you know what information systems are really needed by a business and which are the most important? How should a company’s structure or culture affect the building and use of information systems?

Dirt Bikes’s management has asked you to prepare a management analysis of the company to help it assess the firm’s current situation and future plans. Review Dirt Bikes’s company history, organization chart, products and services, and sales and marketing in the Introduction to Dirt Bikes. Then prepare a report that addresses these questions:

1. What are the company’s goals and culture?
2. What products and services does Dirt Bikes U.S.A. provide? How many types of products and services are available to customers? How does Dirt Bikes sell its products?
3. How many employees are managers, production workers, or knowledge or information workers? Are there levels of management?
4. What kinds of information systems and technologies would be the most important for a company such as Dirt Bikes?
5. (Optional) Use electronic presentation software to summarize for management your analysis of Dirt Bikes’s performance.