

ADM2372M – Winter 2016

Take-home Case Study 2 Questions
Due by Tuesday, April 5 before midnight

*Leveraging the Web for Customer Engagement:
A Case Study of BT's Debatescape*

Submitted answers format: max. 5 pages (including cover page), font 12pt, single-spaced.

MANDATORY: Inclusion of Ethics Statement signed by all students.

1. Describe how the social CRM, a SCM, and an ERP system at BT could work together. (10 pts)
2. Discuss the types of data that BT could have, as well as what they could use the data for. Include an illustration representing the relational database that may be used by BT (make sure to include appropriate labels). (10 pts)
3. Describe and explain the role of social media in knowledge management. Provide detailed examples relevant to the case. (5 pts)
4. Identify and explain potential IT security challenges that BT may face? (5 pts)