

MI 703 Computer Info Systems

- ◆ Session 1: Course Overview
 - Course objectives
 - A little about me
 - Syllabus
 - Analyzing managerial cases
 - Break -
 - Discussion: Friedman “World is Flat”

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Slide 1

Course Objectives

- ◆ Impart knowledge
 - About IT itself
 - About IT-related managerial and strategic issues and frameworks
- ◆ Impart skills
 - How to analyze managerial situations involving IT
 - How to use modern IT to find and present information

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About me...

- ◆ Tenth year at BC
- ◆ Primary research interest:
 - IT innovation adoption, diffusion & implementation
- ◆ Education
 - MIT Sloan School of Management (PhD in IT)
 - University of Michigan (BS, MS in Industrial Eng.)
- ◆ Industry experience
 - Mainly telecommunications
 - Programmer, analyst, consultant, manager

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Syllabus – Grade Components

- ◆ About grades
- ◆ Participation
- ◆ Team Case Presentation
- ◆ Mid Term Exam
- ◆ Final exam

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Syllabus - Course Topics

1. Course introduction and overview
2. IT as a business value driver
3. IT-enabled business models (NetFlix)
4. IT for competitive advantage (Dell)
5. IT & industry transformations (Apple)
6. IT & organizational transformation (Harrah's)
7. Mid Term Exam
8. Evaluating and justifying IT investments (Moore Medical)
9. IT delivery strategies and tools
10. Adoption, diffusion & implementation of IT - Concepts
11. Adoption, diffusion & implementation of IT - Cases (DKW, Cisco)
12. Optimizing IT Infrastructure Operations (Postgirot Bank)
13. Course wrap-up (Nicholas Carr article)

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Structure for In-Class Case Analysis

1. Pre Amble: I will briefly introduce the topic
2. Team Presentation: The assigned team will present their analysis of the case
3. General Case Analysis: Whole class will dig deeper on the case analysis
4. Wrap-Up: I will provide some closing thoughts on the case

What is "Analysis"?

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