

Preparation Sheet for MI 703 Computer Information Systems
Session #7 + Session #8, March 14th 2007: IT Development Strategies and Tools/Social
Web & Mid-Term Exam

Session Overview

The first part of this session will be devoted to learning about tools and processes for systems development, using Pinnacol Assurance as a case example (this case is described in the “Turning Around the Project from Hell” reading). While systems development is of course mainly the responsibility of IT specialists, line managers have an important part to play, and need to understand how the process works.

In the second part of class I will present a mini-lecture on a set of technologies that have collectively been referred to as “the social web” or “the Web 2.0”. This discussion will help set the stage for the *Wikis at Dresdner Kleinwort Wasserstein* case for next session.

In the third part of class, we will hold the mid-term exam, which will cover material from Sessions #1 to #6.

Required Readings and Study Questions

1. [WhatIS: Learn IT: Software Development](#) (Web)
 - Sections 1-7 are required. The rest is optional.
 - This tutorial provides a nice overview of software development lifecycle models (e.g., waterfall, RAD, JAD, prototyping) and other related topics (e.g., open source, process models). It introduces much of the terminology used in the Pinnacol Assurance case study.
2. [Turning Around the Project From Hell](#) (Pinnacol Assurance), *Computerworld*, 1999. (MyFiles)
 - This article provides a rare example of a single case that is both a major IT disaster story, but also in the end a major success story.
 - What are the most important lessons we can learn from the Pinnacol Assurance case about systems development and delivery?
 - What role do non-IT specialists play IT development and delivery?
3. [The Power of Us](#), Business Week, June 2005 (Web)
 - This article recounts the rise of set of technologies that have in common a key social element: blogs, wikis (e.g., wikipedia), personal networking sites (e.g. myspace), open source software, expertise networks (e.g., P&Gs InnoCentive).
 - The article argues that something fundamentally different is going on here than in conventional markets. What is it?
 - A great deal of attention has arisen around this phenomenon, as indicated by four Business Week covers devoted to it in the span of one year. Some are collectively calling this trend the “Web 2.0”. Is this enthusiasm warranted, or is it mainly hype?
 - What should big companies be doing in the social web space? What should your company be doing?
- Here are some other excellent articles on the social web (**all are optional**)
 - [Blogs Will Change Your Business](#), Business Week, May 2005

- [The MySpace Generation](#), Business Week, December 2005
- [Why There's No Escaping the Blog](#), Fortune, Jan. 10, 2005.
- [Something Wiki This Way Comes](#), Business Week, June 2004
- [Linux, Inc.](#), Business Week, January 2005