

**KAIST Graduate School of Information & Media Management**

**IT-Based Business Innovation [MIM 511]**

**Instructor**

**Fall, 2012**

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**Class hours:** Wednesday 7p ~9:45p

**Classroom:** Supex 103

**Teaching Assistant:** Song, Jae-Min ([jms8596@business.kaist.ac.kr](mailto:jms8596@business.kaist.ac.kr), 958-3663)

**Course Outline:**

This course provides a broad overview on the important issues of corporate information technologies and its utilization for supporting business innovations. The course was designed to provide a balanced view of information technologies, contemporary IT management issues, and strategic use IT for creating values. You are expected to learn how to apply these various technologies and techniques to solve critical business problems in the real business world. In addition to IT knowledge, you will have an opportunity to analyze the real world business cases and develop the critical business skills such as problem analysis, alternative generation, writing, presentation, debate, and teamwork. After successfully completing this course, you will be well-prepared to become an IT professional of the 21<sup>st</sup> century. ^^

**Required Texts**

Reading packet available from the copy center

**Recommended References**

Harvard Business Review

Sloan Management Review

Fortune

Business Week

Wired

[www.gartner.com](http://www.gartner.com)

[www.datamation.com](http://www.datamation.com)

[www.cio.com](http://www.cio.com)

경영과 컴퓨터 ([www.kyungcom.co.kr](http://www.kyungcom.co.kr)) (월간)

CIO매거진 ([www.ciokorea.com](http://www.ciokorea.com)) (격주간)

## COURSE SCHEDULE

1.	9/5	A. Course Overview B. Informatization & CVC	[R1]
2.	9/12	A. Computer Hardware B. Computer Software	[R2] [R3]
3.	9/19	A. Database Technology - I B. Database Technology - II	[R4]
4	9/26	A. Enterprise Data Modeling B. Enterprise Database Design	[R5]
5.	10/3	National Holiday - No Class	
6.	10/10	A. Telecommunications Technology B. Internet and e-business	[R6] [R7]
7.	10/17	A. Social Media Technology & Services B. Social Commerce	[R8]
8	10/24	A. Business Process Redesign B. Process Modeling for BPR <b>* Due: Data Modeling &amp; Database Design Project Report *</b>	[R9]
9.	10/31	A. Strategic Use of Information Resources B. Mid-term exam	[R10]
10.	11/7	A. Information Strategy Planning <b>B. Case #1: Developing an App for That</b>	
11.	11/14	A. Knowledge Management <b>B. Case #2: Google Inc.</b>	[R11]
12.	11/21	A. Customer Relationship Management <b>B. Case #3: Mind Tree</b>	[R12]
13.	11/28	A. Enterprise Resource Planning (ERP) <b>B. Case #4: Cineplex Entertainment</b>	[R13]
14.	12/5	A. IT/IS Outsourcing <b>B. Case #5: Partners Healthcare Systems</b>	[R14]
15.	12/12	A. Future IT Management Issues <b>B. Case #6: Outsourcing at Office Supply Inc.</b>	[R15]
16.	12/19	Final exam	

## ASSIGNMENTS

### 1. Article Reading

You are expected to read the each assigned article before class and be ready to discuss about the article in class.

2. Project	<u>Hand Out</u>	<u>Hand In</u>
Data Modeling & Design Project	9/26	10/24

### 3. . HBS Case Reports & Debate

#### A. Reports

For each HBS case, you will form a 4 person consulting team. Your team is asked to submit an executive report (single-spaced, typed in English, two pages for C1-C4, one page for C5-C6) by the beginning of the class when it is due. In the report, you will analyze a given organization from an Information Systems perspective as follows:

1. Diagnosis of problems (what symptoms exist, why they exist, what happens if no action is taken) and/or opportunities (motivation/need, obstacles, decisions to be made).
2. Alternatives (usually two or three) considered and costs/benefits of each..
3. Recommendations for actions: basis for selecting one alternative over the rest.

\* For each report, a different editor should be assigned and the name of the editor should be underlined in the report. Also, be sure to create a nice heading (title) to your report to make it attention-grabbing! ^^

#### B. Debate

For each HBS case, two teams will have a debate. First, two members from each team will be asked to make a 10 minute presentation of their case reports (in English). After the presentations, each team will have an opportunity for a cross-fire debate. The debate will last about 10 minutes and is to be conducted by the rest of the team members from each team. After the debate, all members from each team will answer questions from the audience.

### 4. Book Review

Select one of the books on the instructor's recommended book list and write a book review (max. 3 pages) on it. Instead of summarizing the book's contents, try to crystallize what you have learned from the book, discuss its strengths and weaknesses, and suggest its implications for future IT trends and management issues. You can submit your book review report any time during the fall semester.

1. Inside Apple – by Adam Lashinsky, Business Plus, 2012  
[인사이드 애플, 청림출판 2012]

2. The Facebook Effect – by David Kirkpatrick, Simon & Schuster 2010  
[페이스북 이펙트, 에이콘출판 2010]
3. Grown up Digital – by Don Tapscott, McGraw Hill 2009  
[디지털 네이티브, 비즈니스북스 2009]
4. What would Google do? – by Jeff Jarvis, Harper Collins 2009  
[구글노믹스, 21세기 북스 2010]
5. The Long Tail – by Chris Anderson, Hyperion 2006  
[롱테일 경제학, 랜덤하우스 2006]

## GRADING

<b>Exam</b>	<b>40%</b>
<b>HBS case</b>	<b>40%</b>
reports	30%
debate	10%
<b>Project &amp; book review</b>	<b>10%</b>
<b>Class Participation</b>	<b>10%</b>
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<b>Total: 100%</b>	