KAIST Business School

MGT 542E Management Information Systems
(Strategic Management of Information Systems)
Fall, 2013
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Instructor	**:**	Sung Joo Park (朴成柱) Office: Supex Bldg. S284 (Tel. 3646, Mobile 010-5405-8321) e-mail: sjpark@business.kaist.ac.kr (Don't hesitate to call or e-mail me on anything related)
Class Hour	**:**	TuTh 10:00 – 11:20
Office Hour	**:**	TuTh 15:00 – 17:00 (others by appointment)
TA	**:**	TBA () e-mail:

Course Outline:

The main goal of this course is to provide students the essential aspects and important issues of information systems for business. The course is not intended to cover the technical issues of IS but rather strategic aspects which need to be aligned with the business. We will also cover IT concepts. Some of the questions that we will discuss in the course are;

- Is IS changing industry structure, making markets more efficient, or altering a firm's boundary and competitive positioning?
- Are there profound changes in product and process design resulting from IS capabilities?
- How to create an IS infrastructure that will enable globally extended enterprise?
- How to justify IS investments?
- How to manage IS-enabled transformation?
- How to access and manage risks involved with IS?

The class will be a forum of collaborative learning and the instructor will facilitate discussions on the critical issues of IS and its applications to create value for business. About half of the classes will be case presentations and discussions.

Texts:

Laudon, K. C. and J. P. Laudon, Management Information Systems – Managing the Digital Firm, 12th Ed., Pearson Prentice Hall, 2012.

References:

1. Applegate, L. M., R. D. Austin and D. Soule, Corporate Information Strategy and Management – Text and Cases, 8th Ed., McGraw-Hill, 2008.
2. M. D. Lutchen, Managing IT as a Business, Wiley, 2004.
3. P. Weill and J. W. Ross, IT Governance, Harvard Business School Press,

2004.

4. R. D. Austin, R. L. Nolan, and S. O'Donnell, The Adventures of an IT Leader, Harvard Business Press, 2009.
5. Course Pack of Case is available at the copy room on the 3rd floor of caferia.
6. Additional reading materials will be assigned.

Grading:

Exam	30%
Quiz	20%
Case Presentations	20%
Term Project	25%
Class Participation	5%

Course Schedule (it is subject to change with advance announcements)**:**

Date	Topics and Readings	To Do
9/3Tu	Part 0: Introduction ➢ Why do we study MIS? ➢ How to study MIS?	Self introduction
9/5Th	Part I: IS Foundations ➢ Basic Concepts 1 ✓ Real Cases of IS ✧ Laudon, Chap. 1	Form Project Team Reading, Q&D Case Assignment
9/10Tu	➢ Basic Concepts 2 ✓ Information, IS, Types of IS ✓ Hardware and Software Evolution ✓ Evolution of MIS ✧ Laudon, Chap. 1, 2	Reading, Q&D
9/12Th	➢ IT Infrastructure 1 ✓ Emerging IT ✓ Internet and Network Computing ✧ Laudon, Chap. 5, 7	Reading, Q&D
9/17Tu	➢ IT Infrastructure 2 ✓ Managing Data ✧ Laudon, Chap. 6	Reading, Q&D
9/24Tu	Part II IS for Management ➢ Strategic Impact of IS ✧ Laudon, Chap. 3	Reading, Q&D
9/26Th	◆ Case 1: Zara. Harvard Case	Presentation
10/1Tu	➢ IS and Organization ✧ Laudon, Chap. 3	Reading, Q&D
10/8Tu	◆ Term Project Presentation 1	Project Plan
10/10Th	➢ Why IS matter? ➢ IS as a Business Enabler ✧ Reading Material	Reading, Q&D Quiz 1
10/15Tu	◆ Case 2: Home Depot. Harvard Case	Presentation

10/17Th	Part III: Managing IS ➢ Balancing IS and Business Function ➢ Managing IS Organization ✧ Reading Material. Applegate Chap. 8, 7th ed.	Reading, Q&D
10/22Tu	➢ Mid-term	Take-home
10/24Th	➢ Mid-term Period	No Class
10/29Tu	➢ Development of IS ➢ IS Project Management ✧ Laudon, Chap. 13, 14	Reading, Q&D
11/5Tu	➢ Managing IS Implementation ✓ IS Investment ✓ Outsourcing IS ✧ Reading Material	Reading, Q&D
11/7Th	◆ Case 3 Hilton Hotels. Harvard Case	Presentation
11/12Tu	◆ Term Project Presentation 2	Project Progress
11/14Th	Part IV: Enhancing IS ➢ IS for Intelligent Business ✓ DSS, ESS ✓ Business Intelligence ✓ Knowledge Management ✧ Laudon, Chap. 11, 12	Reading, Q&D
11/19Tu	➢ Enterprise Systems ✓ ERP, SCM, CRM ✓ Enterprise Architecture ✧ Laudon, Chap. 9	Reading, Q&D Quiz 2
11/21Th	➢ Enterprise Systems ✓ ERP, SCM, CRM ✓ Enterprise Architecture ✧ Laudon, Chap. 9	Reading, Q&D Quiz 2
11/26Tu	➢ E-Commerce and e-Business ➢ Mobile Business ➢ Laudon Chap. 2, 10	Reading, Q&D
11/28Th	◆ Case 4 foursquare. Harvard Case	Presentation
12/3Tu	➢ IS Governance and Leadership ✧ Reading Material	Skype Lecture Reading, Q&D
12/5Th	◆ Case 5 InnoCentive. Harvard Case	Presentation
12/10Tu	➢ IS Security ➢ Ethical and Social Issues of IS ✧ Laudon, Chap. 8	Reading, Q&D
12/12Th	● Term Project Presentation	Class Discussion
12/17Tu	◆ Final Examination	Good Luck!
12/23Mo	● Term Project Report	Final Report

Class Work and Activities:

Active participation of the students is vital for the learning.

- Every student is expected to be prepared for each class by reading the assigned materials and participating class discussions.
- Students are expected to arrive on time to class and not to leave during class time (mobile phones should be turned off during the class).
- Students will form a 3 (or less) person team during the whole course to work collectively on case presentations and a term project.
- The class will be conducted utilizing MIS folder in KGSM Outlook.

Case Report and Presentation:

- Each individual should prepare and submit a 1 or half page reaction report for each case due at the beginning of class on the day of the case discussion.
- For each case presentation, 1 team of 2 students will be assigned to prepare for the presentation
- Case presentation should include the followings:
  - Brief Summary and Description of the case; New facts and illustrations
  - Key questions and issues (less than 3) of the case
  - Analysis of the key questions and issues
  - Implications
  - Suggestions or proposals
- When each team prepares the case, it is highly recommended to collect the most recent information via various sources. The analysis and discussion of the case should be based on the most up-to-date information.
- **Important Note!:** Distinctive thoughts and ideas are the most important in preparing cases and term project.

Term Project:

The term project can be either one of the followings:

1. Each project team needs to select a case or a topic of interest in the IS field. The case can be on either a Korean or an international company for which the team can access or gather information either from proprietary source or public source such as Internet. Description of facts about the company, identification of key questions and issues, analysis and discussions or suggestions should be included. The team should prepare a power point presentation to present at the class and also a report in MS word within 20 pages long.

2. For those who are interested in entrepreneurial venture company of your own, you may propose a business model and plan in sufficiently detailed level. It is strongly recommended to develop a prototype of your business on Internet, mobile or other implementation platforms. The team should also prepare a power point presentation, a report, and prototype implementation if possible.

Resources:

It is strongly recommended to survey the digital library at KGSM for DB and information on industry and companies (Business DB, ProQuest, etc).
Also, students are encouraged to access the supplementary sources such as the followings (you can download the original articles of HBR and SMR in pdf format from the KAIST digital library):

- Harvard Business Review (harvardbusinessonline.hbsp.harvard.edu)
- Sloan Management Review (sloanreview.mit.edu)
- Economist (www.economist.com)
- Business Week (www.businessweek.com)
- Fortune (www.fortune.com)
- The McKinsey Quarterly (www.mckinseyquarterly.com)
- Financial Times (www.ft.com)
- Wall Street Journal (www.wsj.com), …

All students are encouraged to post and share the information & knowledge sourcing related to the class on the class folder.