

[This syllabus is uploaded just for reference; A newly updated one will be available soon.]

From Philosophy to Technology

KAIST College of Business

IT Strategy and Management

Prof: Heeseok Lee (李熙錫) hsl@business.kaist.ac.kr Tel. 958-3615 Room 312

Teaching Assistant: 곽찬희/남달우

Career Focus

In this course, we will study the challenges of philosophical understanding of IT and Innovation and growth strategies from the perspective of general managers. This course will prove valuable to senior managers and executives, as well as those who will consult for or invest in operating companies.

Objective

The central premise of this course is that IT and innovation will not succeed if it is not aligned and integrated with a sensible business growth strategy. The emphasis is on gaining strategic insights for creating values. The course is case oriented. The cases have been chosen to cover a diverse range of industries and transformation of business models over the last ten years. This course will not make you a specialist; its emphasis is on industry and strategic insights that is an imperative DNA for visionary leaders

Reading Materials & Cases

Reading and Case Package [Reserved at Copy Center]

Class Folder

Stop – Class Notes, Notice, etc

Look – Presentation Materials

Go – Discussion, etc

Growing – Progress

I do not believe in meritocracy

Class Participation, Contribution & Attendance 600

Case 200

Quiz 200

Major Topics & Schedule (Note: subject to change for better education)

[Jan 3]

IT Fundamentals

Laudon & Laudon "Information Systems" in Management Information Systems 2011 pp 43-53

IT Revolution

Brynjolfsson and McAfee "The great decoupling" HBR June 2015

[Jan 4]

IT Architecture

Orfali "Welcome to Client Server Computing" Chapter 2 in Client Server Survival Guide 1999

Analytics Foundation

Laudon & Laudon "Foundation of Business Intelligence: Database" in Management Information Systems 2011 pp 206-226

[Jan 5]

Disruptive IT

Evans & Wurster "Strategy and the new economics of information" HBR 1997

Unbundled Processes

Hagel & Singer "Unbundling the Corporation" HBR Mar-Apr 1999

[Jan 6] Quiz#1

IT Implementation

Davenport "Putting the Enterprise into the Enterprise Systems" HBR July-August 1998 pp27-37

IT Value

Carr "IT doesn't matter" HBR May 2003 pp41-49 & "Responses" HBR July 2003 pp109-112

[Jan 9]

CASE - IT Value Zara (604081 rev 2007)

Business Analytics

Davenport "Analytics 3.0" HBR Dec 2013

[Jan 10]

Case - Business Analytics

Harrah (502011)

Process Innovation

Hammer "Reengineering work: Don't automate, obliterate" HBR July 1990

[Jan 11]

Process Enterprise

Hammer "Process management and the future of six sigma" SMR 2002

Internet of Things

Iansiti and Lakhani "Digital ubiquity: How connectors, sensors, and data are revolutionizing business" HBR Nov 2014

[Jan 12] Quiz#2

CASE - Process Enterprise

GE (206087 and 614032)

Capitalism Pitfalls

Christensen & Derek van Bever "Capitalist's dilemma" HBR 2014

[Jan 16]

Intuitive Creativity

Duggan "Picasso Dines with an African Sculpture" in "Strategic Intuition" 2007

Business Model

Johnson, Christensen & Kagermann "Reinventing your business model" HBR Dec 2008

[Jan 17]

Case – Business Model

Facebook (808128)

Multisided Platform

A Hagiu "Strategic decisions for multisided platforms" SMR Winter 2014

[Jan 18]

Business Ecology

Iansiti and Levien "Strategy as ecology" HBR March 2004

Collaborative Economy

R Botsman "Sharing's not just for start-ups" HBR September 2014

[Jan 19] Quiz#3

Case – Collaborative Economy

Airbnb (912019, 912020, and 812046)

Dream as if you will live forever

Live as if you will die today