[The following 2016 syllabus will be updated later soon. This is uploaded just for reference.]

From Philosophy to Technology KAIST College of Business

MGT542 - MIS: From IT Strategy Perspective

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TA: Chanhee Kwak & Hanbyul Choi Room 313

Career Focus

In this course, we will study the challenges of managerial 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 future leaders.

Reading Materials & Cases

Reading and Case Package by Dr H Lee

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	550
Case	250
Quiz	200

SCHEDULE & Reading Assignment (Note: May change depending upon better learning)

[Feb 1, 3]

IT Fundamentals

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

[Feb 15]

IT Architecture

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

[Feb 17, 22]

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

[Feb 24, Mar 2] Quiz #1 - Feb 24

CASE - Technology Zara (604081 rev 2007)

[Mar 7, 9]

Process Innovation

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

Process Enterprise

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

[April 14, 16]

CASE - Process GE (306087 and 614032)

[April 21, 23] Mid-term; No Lectures

[March 28, 30] Quiz#2 - March 28

<u>IT and Organization</u>

Applegate "IT Impact on Organization" in Corporate Information Strategy and Management 2009

<u>Organization 2.0</u>

Hamel "Forging Management 2.0" in "The Future of Management" 2007

[April 4, 6]

CASE - Organization Gore (BAB698)

[April 11, 18, 20]

<u>Analytics Foundation</u>

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

<u>Business Analytics</u>

Davenport "Analytics 3.0" HBR Dec 2013

[April 25, 27] Quiz #3 - April 25

Case - Analytics Facebook (808128)

[May 2]

<u>Machine Revolution</u>

Brynjolfsson and McAfee "The great decoupling" HBR June 2015

[May 4,9]

Business Model

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

Ecological Platform

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

[May 11, 16] Quiz #4

Case - Model Airbnb (9-912-019 and 9-812-046)

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