IT Management From Philosophy to Technology

EMBA KAIST

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Course Objectives

This course employs a unique approach; it challenges issues in growing companies from the perspective of IT and innovation. In particular, it is designed strategically for executive MBAs by integrating two MBA courses: IT Strategy and Growth Strategy. The emphasis is on gaining strategic insights for creating IT-enabled sustainable values. In contemporary companies, growth strategies focus resources on seizing opportunities for long-term growth. Evidence suggests that sustainable growth can boost stock price up to 100 percent higher. IT-enabled growth typically alter a company's goals to challenge conventional wisdom, acquire profitable new business, reallocate resources, and innovate in the management and business processes. 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 specialist, but leader; its emphasis is on embedding strategic insights that are imperative DNAs for future CEOs.

Reading Materials & Cases

Machine, Platform, Crowd: Harnessing Our Digital Future by McAfee & Brynjolfsson, 2017

Growing - Progress

Attendance & Proactive Participation	500
Case	300
Quiz	200

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

[Aug 24, 3pm]

IT Revolution

Brynjolfsson & McAfee "The great decoupling" (R1506D) HBR June 2015

IT Fundamentals

Laudon & Laudon "Information Systems" in Management Information Systems 2014 pp 73-88

[Aug 31]

Knowledge Management

Nonaka & Konno "The concept of Ba" CMR Spring 1998 pp. 40-54

Unbundled Processes

Hagel & Singer "Unbundling the Corporation" (99205) HBR Mar-Apr 1999

IT Value

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

[Sep 7]

Case - IT Value Zara (604081, W15431, 8553)

IT Implementation

Davenport "Putting the enterprise into the enterprise systems" (98401) HBR July-August 1998

[Sep 14]

Case - IT Implementation Harley (600006, W18315 & 8588)

Cloud Computing

Hardy "How cloud computing is changing management" (H045PM) HBR Feb 2018

[**Sep 21**] Quiz#1

Case - Cloud Computing Dropbox (514053, W17416)

Blockchain

Nanda et al "Blockchain, cryptocurrencies and digital assets" Harvard Note(818066), 2017

[Sep 28]

Case - Blockchain Bitcoin (UV7393)

Process Innovation

Hammer "Reengineering work: don't automate, obliterate" (90406) HBR 1990

[Oct 5]

Case - Process Innovation CEMEX (IMD134, KEL992 & 8586)

Process Enterprise

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

Internet of Things

Porter & Heppelmann "How smart connected products are transforming competition" (R1411C) HBR Nov 2014

[Oct 12]

Case - IoT GE (306087, IN1395, & CU205)

Business Modularity

Ross et al "Navigate the stage of enterprise architecture maturity" pp 69-89 in *Enterprise Architecture as Strategy*

[**Oct 26**]

Case - Business Modularity IBM (317046)

Artificial Intelligence

Davenport & Ronanki "Artificial intelligence for the real world" (R1801H) HBR 2018

[Nov 2] Quiz #2

Case - AI Honeywell (KE1046)

Technology Strategy

Yin "Essential Reading" Technology Strategy (8127) pp 5-32 2015

[Nov16]

Case - Technology Strategy Tesla (MH0049, 8627)

Value Innovation

Johnson et al "Reinventing your business model" (R0812C) HBR Dec 2008

[Nov 23]

Case - Value Innovation Amazon (IN1397, W17398, 8694)

Disruptive Business

Christensen, Raynor & McDonald "What is disruptive innovation?" (R1512B) HBR 2015

[Nov 30]

Case - Disruptive Business Netflix (W17722)

Ecological Platform

M van Alstyne et al "Pipeline, Platforms, and the new rules of strategy" (R1604C) April HBR 2016

[Dec 7] Quiz#3

Case - Ecological Platform Tencent (IMD887)

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