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Korea Advanced Institute of Science and Technology

College of Business

From Philosophy to Technology

IT Systems Design (IT Enabled Enterprise Design)

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Course Objectives

IT involves developing courses of action that resolves several major issues. The success depends on the alignment of business with the design details, technical solutions being only one part of the resolution. This alignment requires a high level logic for strategic insights, processes, organization and IT capabilities. Furthermore, practical applicability is important. Artistic concepts are also critical. The emphasis is on learning how to understand a blueprint for business, strategy, process, information, organization and apply to real business. Real-life cases and experiences will be shared.

Required Reading Materials & Cases

Reading Packet [Reserved at the Copy Center]

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

[Feb 4]

IT Fundamentals

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

[Feb 11]

IT Architecture

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

Unbundled Processes

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

[Feb 25]

Business Model

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

Multisided Platform

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

[March 4] Quiz #1

Case - Model Airbnb (9-812-046)

[March 11]

Enterprise Architecture

Zachman Framework - A framework for information systems architecture, IBM Systems Journal, J A Zachman 1999

Operating Model

J Ross et al, "Define operating model" pp 25-44 in Enterprise Architecture as Strategy

[March 18]

Case - Operation Merrill Lynch (500090)

[March 25] Quiz #2

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

[April 1]

CASE – Technology Zara (604081)

[April 15]

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 22] Quiz #3

CASE – Process GE (306087)

[April 29]

Analytics Foundation

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

Business Analytics

Davenport "Analytics 3.0" HBR Dec 2013

[May 6]

Case – Analytics Facebook (808128)

[May 13]

IT and Organization

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

Organization 2.0

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

[May 20] Quiz #4

CASE - Organization

Gore (BAB698)

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