Korea Advanced Institute of Science and Technology
Department of Business and Technology Management
Course Syllabus, Fall 2020

Course Information

- Course Title: **Introduction ot MIS**
- Course Number: **MSB237**
- Prerequisites: No Required
- Class Time: Monday and Wednesday, 09:00 – 10:30
- Classroom: E11 #302

Instructor Information

- Name: **Chul Ho Lee**, Ph.D.
- Office: Building N22, Room 506
- Phone: 042-350-6317
- E-mail: irontigerlee@kaist.ac.kr
- Office Hours: Monday and Wednesday, 13:00 – 14:30
- TAs: To be informed in class

Course Objectives

This class is designed to provide a broad overview of the recent critical issues of information systems area for undergraduate students. The course includes the basic concepts of digital transformation, business analytics, blockchain, cloud computing/edge computing, and platform business, all of which have dramatically changed business phenomena and created new business opportunities. To reap the benefits of the innovations, the understanding of the phenomena and business strategy is a must. For each topic, I will first provide students with the necessary background to understand the innovative technologies and business models through our class discussion. Second, we will discuss business cases in class and in table both. Students are ***REQUIRED*** to actively participate in the class discussion.

The course provides exposure to:

- Provide a conceptual framework for how an innovative technology or business model works in reality, how other businesses react to them, and possible outcomes;
- Facilitate students' understanding of the vital role played by IT-initiated innovations in supporting and facilitating diverse aspects of business activities;

Expected Course Outcomes

At the successful completion of this course students will be able to:

- Identify IT-initiated innovations and business models, including digital transformation, business analytics, blockchain, cloud computing/edge computing, and platform business, etc;
- Discuss and explain the uniqueness of the innovations;
- Discuss and explain what new phenomena have been driven from the innovations
- Discuss and explain how management adapt to the new changes and how to handle the resulting problems.
- Understand different views toward IT-based innovations and have thoughtful opinions on economic and psychological challenges.

Course Materials

Recommended Textbook

- No required textbook.
- You need to buy a course pack of business cases from Harvard Business Reviews

Optional Books

- Provost, F., Fawcett, T. 2013 *Data Science for Business* 1st Ed. O'Reilly

Articles and Cases for Discussion

***** The articles will be added more depending on the enrollment.

Daniel C, Gogan JL. Fintech: Choosing a Cloud Services Provider *Harvard Business Publishing* # NA0473-PDF-ENG

Yoffie DB, Gonzalez G. Ripple: The Business of Crypto *Harvard Business Publishing* # 719506-PDF-ENG

Yang A, Gao X, Zhang H, Massa M. R3: Bringing the 'Fin' Back to FinTech *Harvard Business Publishing* # IN1544-PDF-ENG

Casadesus_Masanell R, White A, Elterman K Steemit: A New Social Media *Harvard Business Publishing* # 720428-PDF-ENG

Davis JP, Yang A. Cloud Wars Go Global: How Amazon, Microsoft, Google and Alibaba Compete in Web Services *Harvard Business Publishing* # IN1658-PDF-ENG

Sultan F, Wesley DTA. Niantic, Inc.: Pokemon Go and the Rise of Augmented Reality Gaming *Harvard Business Publishing* # W19082-PDF-ENG

Dann JB, Bennett K, Ogden A. Xiaomi: Designing an Ecosystem For the "Internet of Things" *Harvard Business Publishing* # SCG527-PDF-ENG

Kittilaksanawong W., Karp A. Amazon Go: Venturing into Traditional Retail *Harvard Business Publishing* # W17398-PDF-ENG

Zhu F, Chen W, Chen C, Lin C. edaixi (eWash): Digital Transformation of Laundry Services *Harvard Business Publishing* # 617034-PDF-ENG

Grading Policy

2 Assignments	10%
Group Presentation (Leading)	15%
Group Presentation (Attitude)	15%
Midterm Exam	15%
Final Exam	15%
Participation	15%
Final Presentation	15%
Total	100%

Course Requirements

1. **Assignments**: There will be **TWO** assignments in this class. Students will be required to write a brief two-page report about the given topics, unless otherwise noted. Each assignment is worth **5%** to the final grade. Assignments are to be submitted on the due date. *Late submission will not be accepted for any reason.*

2. **Group Presentation:** There may be **One** presentation of your group in this semester. Six students will form a team, and a team member will present an introduction of the case for the overall audience for 30 mins. After then, each member of the team will be assigned to a table (each table may have 8 students (=class enrollment/team member)) and the leader leads the table discussion for the next 45 mins. The score will be based on peer evaluation. Furthermore, the leader of the table will also evaluate the members of the TABLE depending on how actively the members participated in the discussion.

3. **Examinations**: There will be **TWO (MIDTERM and FINAL)** exams in this semester. Each exam will be worth 15% of the course grade. The exams would cover all the materials presented in class, but in class potential questions will be given to the students. Make-up exam will require documentation of illness or other unavoidable emergency, in which case contact me as early as possible – email (irontigerlee@gmail.com). Please note the make-up exam will only be given during day time. Students are expected to keep track of their own exam scores and class standing.

4. **Attendance:** All students are expected to attend each class. Please bring your own hardcopy of case for which you should purchase via online. If you have any urgent need to miss a class, you are still responsible for the materials covered and expected to complete required work. Attendance will be taken on a regular basis and will be counted as part of your participation score. Class missing will bring about **1% loss** of final grade. The student who will miss the class should inform me prior to the class via email.

5. **Discussions Participation**: Students are required to read the articles and actively participated in the discussion. The score will be based on peer evaluation.

6. **Academic Honesty:** "All work submitted for academic evaluation must be the student's own. Certainly, the activities of other scholars will influence all students. However, the direct and unattributed use of another's efforts is prohibited as is the use of any work untruthfully submitted as one's own." The penalty for violation of this policy will be a zero for that assignment if it is a first offense. Subsequent violation will result in an F for the course.

Tentative Course Schedule

Week	Date	Topic	Assignments
1	Aug. 31 Sep. 02	**Class Introduction** **Opening the new world**	
2	Sep. 07 Sep. 09	**Digital Transformation:** ▪ Strategy and Digital Transformation ▪ AccorHotel	
3	Sep. 14 Sep. 16	**Blockchain** ▪ Fundamental Concepts I	
4	Sep. 21 Sep. 23	**Blockchain Advanced** ▪ Fundamental Concepts II	
5	Sep. 28 Sep. 30	**Case Study I R3 Bringing the 'Fin' Back to Fintech** Thanksgiving Holiday of Korea	
6	Oct. 05 Oct. 07	**Blockchain Issue** ▪ Consortium: Hyperledger Fabric or R3 **Case Study II Ripple The Business of Crypto**	**A1.** Creating A New Business with Blockchain
7	Oct. 12 Oct. 14	**Case Study III Steemit: A New Social Media?** *** Preparation of Mid-term**	
8	Oct. 19	***Midterm Exam***	
9	Oct. 26 Oct. 27	**Cloud Computing and Edge Computing** ▪ (Online) Core concepts ▪ New Venture	
10	Nov. 02 Nov. 04	**Case Study IV: Fintech: Choosing a Cloud Services Provider** **Case Study V: Cloud Wars Go Global: How Amazon, Microsoft, Google and Alibaba Compete in Web Services**	
11	Nov. 09 Nov. 11	**VR and AR** **Case Study VI Niantic, Inc.: Pokemon Go and the Rise of Augmented Reality Gaming**	**A2.** Creating A New Business Idea with Other Digital Technologies
12	Nov. 16 Nov. 18	**IoT and wireless network** **Case Study VII Xiaomi: Designing an Ecosystem For the "Internet of Things"**	
13	Nov. 23 Nov. 25	**Google, Amazon, Apple, and IBM** **Case Study VIII Amazon Go: Venturing into Traditional Retail**	
14	Nov. 30 Dec. 2	**Online to Offline Business/Omni-channel** **Case Study IX edaixi (eWash): Digital Transformation of Laundry Services** ***Business Idea Presentation***	

15	Dec. 07 Dec. 09	***Business Idea Presentation***	A class can be cancelled due to entrance examination.
16	Dec. 14	***Final Exam***	

Academic Honor Code of BTM (School of Business and Technology Management)

Academic integrity and honesty are critical values of KAIST community. It is essential to the academic integrity of this community that students do their own work and properly acknowledge the ideas, sources, and assistance upon which that work is based. As a member of KAIST BTM community, all students including those who take BTM courses are expected to adhere to the principles of truth, integrity, and respect. Failure to comply with the Honor Code may result in disciplinary action including failure of the course.

Academic dishonesty includes but is not limited to the following:

- Cheating: Copying from another's examination paper, solutions, assignments, or allowing another to copy from one's own.
- Plagiarism: Using another person's original work without giving appropriate credit to or acknowledging the authors or sources
- Self-plagiarism: Submitting one piece of work in more than one course without the explicit permission of the instructors involved.
- Misrepresentation of authorship: Submitting work as one's own which has been prepared by or purchased from another.
- Unpermitted collaboration or aid: Giving or receiving unpermitted aid on exams or assignments.

Any member of the BTM community who believes that violation of academic dishonesty has occurred should bring the matter to the attention of the department chair. The department chair will assign members of Academic Review Committee (학사심의회) to conduct a thorough investigation and, if necessary, request a due process to university.