IT 기반 비즈니스 혁신

IT-based Business Innovation

Fall 2020

MIM511

Instructor: Prof. Sunghyuk Park (박성혁 교수)

Place: Announced Later

Time: 13:30 – 16:20

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Office: S281, SUPEX, KAIST College of Business

Tutor: TBD

Readings (five recommendations):

1. [전략] **블루오션 시프트(Blue Ocean Shift)**, 김위찬, 르네마보안 (안세민 옮김), 비즈니스 북스, 2017
2. [전략] **제로투원 (Zero to One)**, 피터틸, 블레이크 매스터스 (이지연 옮김), 한국경제신문
3. [빅데이터] **아마존 세상의 모든 것을 팝니다**, 브래드 스톤 (아냐 마키에이라 옮김), 21세기북스
4. [빅데이터] **창조적인 사람들은 어떻게 행동하는가**, 알렉스 펜틀런드 (박세연 옮김), 와이즈베리, 2015
5. [블록체인] **블록체인 무엇인가?**, 다니엘 드레셔 (이병욱 옮김), 이지스퍼블리싱

**some useful articles (e.g. HBR, Gartner report) will be distributed according to the course schedule*

1. COURSE OVERVIEW

The primary objective of this course is to understand how IT creates business opportunities and innovative services. As a first step, during the early two weeks, this course concentrates on learning fundamental IT strategy frameworks to analyze key factors or drivers to make business innovations. It helps the students can learn key factors or drivers for building their own IT based business innovations. It allows the students to develop a IT strategic canvas to analyze and improve their As-Is business. One of main objects of this course is educating the newest IT trends such as Big-data, Artificial Intelligence, Digital Transformation, Platform Business, and Blockchain. As explained in session 6 (Course Schedule), the listed topics can be segmented into (1) IT Strategy, (2) Big-data as Core Assets, (3) Platform Business, (4) Blockchain and Business Innovation, and (5) Disruptive Innovation. Each topic covers various kinds of business cases to explain key findings with business insights for understanding innovation in business. In addition, I believe that IT can be used as disruptive technology even in slow-moving industries such as medicine and finance due to regulations. As typical examples, healthcare and fin-tech companies make up that expectation. The last two topics cover the most updated innovations stories accordingly.

2. TEAM PROJECT

Team project is a critical component in reaching our course objective. Each group of students will choose a IT driven business innovation project which they will work on through the semester. It involves the business problem setting in a target market, IT business strategy with market analysis, core technology, suggested IT service for creating new value, solid business model, and business insights. Additional details will be provided during classes.

3. ASSIGNMENTS AND QUIZZES

There will be several (up to three) assignments. All the assignments should be submitted at the beginning of class on the due date (please see the course schedule as shown below). Please remark that handling in the assignments too late without proper reasons will result in a lower grade.

4. CLASS PARTICIPATION AND ATTENDANCE

Engaging in a conversation with others during the class is one of the best ways to learn. The participation grade is designed to acknowledge that people who actively participate in class activities do learn more than others who do not. Students who cannot attend a class should inform the instructor (and the tutor) beforehand (if available) with proper reasons. In short, the grade is based on your participation and attendance rate.

5. GRADING POLICY

The final grade will be based on:

- Assignments: 10%
- Mid-term Exam: 25%
- Final Exam: 30%
- Team Project Presentation: 30%
- Participation (i.e., extra credits) and Attendance: 5%

6. COURSE SCHEDULE: *SUBJECT TO CHANGES*

Week (date)	Topic	Notes
1 (9/5)	**Course introduction** - IT기반 비즈니스 혁신 사례: Digital Transformation	
2 (9/12)	**IT Strategy for Business Innovation 1** - Blue Ocean Shift Framework with case study **참고도서: [전략] 블루오션 시프트*	Assignment#1 distributed
3 (9/19)	**IT Strategic for Business Innovation 2** - *Peter Thiel's 7 Questions with* case study **참고도서: [전략] 제로투원*	Assignment#1 due
4 (9/26)	**Big-data as Core Assets 1** - Amazon.com (지구 백화점) and AWS (지구 IT infra) **참고도서: [빅데이터] 아마존 세상의 모든 것을 팝니다*	
5 (10/3)	**No Class (공휴일)**	
6 (10/10)	**Big-data as Core Assets 2** - Ad-tech in Digital Marketing Industry (데이터=돈, 빅데이터=몫 돈) - M&A 로 살펴보는 디지털 마케팅 혁신의 역사	Assignment#2 distributed
7 (10/17)	**Big-data as Core Assets 3** - Predictive Analytics: 고객 행동이력 기반 성향 및 미래 행동 추론 **참고도서: [빅데이터] 창조적인 사람들은 어떻게 행동하는가*	Assignment#2 due
8 (10/24)	**Mid-term exam**	
9 (11/14)	**Platform Business** - Amazon vs Alibaba	*연사초청특강: SSG.com 최우정 대표 (진행여부 및 일정 변경될 수 있음)* Assignment#3 distributed
10 (10/31)	**Blockchain and Business Innovation 1** - 블록체인 기술, 블록체인 생태계 **참고도서: [블록체인] 블록체인 무엇인가?*	Assignment#3 due
11 (11/7)	**Blockchain and Business Innovation 2** - 블록체인 기반 비즈니스 혁신 사례 (middlemen free ecosystem, micro asset 유동화 등)	*연사초청특강: GroundX (카카오블록체인) 한재선 대표 (진행여부 및 일정 변경될 수 있음)*
12 (11/21)	**Artificial Intelligence Applications 1:** - Introduction to A.I. - Deep Learning for Manufacturing Industry	
13 (11/28)	**Artificial Intelligence Applications 2** - Deep Learning for Healthcare A.I. - Personal Finance Management Service Platform	
14 (12/5)	**Team Project Presentation 1**	

15 (12/12)	**Team Project Presentation 2**
16 (12/19)	**Final exam**

**This schedule presents the general layout of the program.*
**The schedule is tentative.*