

MIS 1238.2411.01: Information Technology in Business and Society

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Overview

This course focuses on organizational issues of the management information systems (MIS) and provides overview of information systems in the business and society. It presents an organizational view of how to use information technology to create competitive firms, manage global organizations, and provide useful products and services to customers. We will explore on the interplay between the information systems and the organization strategy and the study the use of information systems for decision support.

Teaching Assistant:

Lior Zalmanson (InfotechIMBA@gmail.com).

Course Text Book

The course is based on the following textbook:

- Laudon & Laudon : “Management Information Systems”, Prentice Hall, 11th Edition, 2009. This is the primary text reference for the course. Chapters from this book are marked LL in the course schedule.

Grading

Grading in the course is composed in the following way:

- Case study A 10%
- Case Study B 10%
- Group presentations 10%
- Wiki project participation 20%
- Final exam 50%

The **case studies** will be done in group of 2 and should be mailed to the TA before 8AM, the day of class. Students are responsible for teaming up with a partner in the first week of class. Student names should appear on the cover page. Late reports will not be accepted. Please bring extra copies of your reports to class to facilitate discussion of the assignments.

The **Wiki projects** will be done in groups of 4. The projects will be discussed and assigned in the first session.

Group presentations will be done in groups of 4. Each group will be given a topic to study and present (10min) to the class. Groups 1 to 5 will be discussion topics in BI and groups 6-12 will be discussion web based business models. Groups will be graded on understanding of the topic as well as presentation. Topics will be assigned in the first session.

The **exam** will be in a closed books format. More detail will be provided as we go along.

Class Schedule (minor changes possible)

Date	Topic	Reading	Deliverables
Thu, 22 Feb	Course overview; Introduction and definitions;	LL, Chapter 2	
Tue, 1 Mar	Information systems in organizations;	LL, Chapter 9	Case report: Amagansett
Tue, 8 Mar	BI and decision making; Knowledge Management;	LL, Chapter 6, pp. 256-267	Groups 1-5 presentations
Tue, 15 Mar	IT transforming the business environment		Case report: ITC Echoupal
Tue, 22 Mar	IT enabled business models;	LL, Chapter 10	Group 6-12 presentations
Tue, 29 Mar	Disruptive technologies; Review		

Additional (optional) reading:

- Brynjolfsson, Hu and Smith. "From Niches to Riches: Anatomy of the Long Tail". *MIT Sloan Management Review*, Summer 2006.

- Fournier and Lee. "Getting Brand Communities Right". *Harvard Business Review*, April 2009, pp. 105.
- Fareel, "The Real New Economy". *Harvard Business Review*, Sep-Oct 1997.
- McGee, "Give Me Real Time Information", *Harvard Business Review*, Apr 2004.
- Weill and Ross. "A Matrix Approach to Designing IT Governance". *MIT Sloan Management Review*, Winter 2005.
- Weinberger, "If You Love Your Information - Set It Free", *Harvard Business Review*, June 2007.
- McAfee, "When Too Much IT Knowledge is a Dangerous Thing". *MIT Sloan Management Review*, Winter 2003.