

WELCOME to MIS 5801

Managing Information in the Enterprise

MIS5801 Spring 2016: Tokyo

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About the Instructor:

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Connect with me on LinkedIn to stay in touch!



Areas of Interest:

- Background in Architecture + Design
- Applying Design Thinking to Management Culture
- Complex Problem Solving
- Innovation
- Systems

24+31 MAR

Executive Education Courses:

**An introduction to BusinessDESIGN:
Design thinking and visual problem
solving for managers**

Course 1: An introduction to Design Thinking and a Business Innovator's toolkit

Course 2: Visual problem solving for managers

About MIS 5801:

- An introduction to the strategic role of IT in today's digital centric world
- learn how to apply systems thinking to analyze and understand organizational IT strategy and usage
- learn how to apply theories of innovation to analyze the disruptive potential of technology.

General Course Objectives:

- Understand the strategic role of IT in organization
- Analyze and assess the technical and management foundations to lead successful IT initiatives
- Differentiate between different types of organizational information systems and their usage and role
- Analyze and assess the disruptive potential of new and emerging technologies
- Understand the issues involved in managing information systems and technology in a global environment

ALL IN 4 DAYS!

4

DAY 1

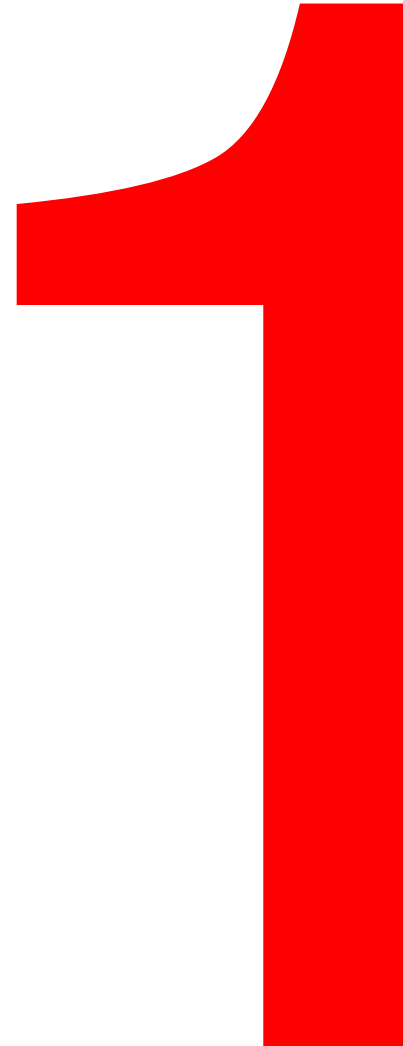
Globalization, Disruptive Innovation +
System Thinking

IN ADVANCE: Watch “The World is Flat”
<http://video.mit.edu/watch/the-world-is-flat-30-9321/>

Google

Business Processes

Enterprise Systems [ERP and CRM]



DAY 2

Process Thinking

Network Enabled Business Models:
Cloud Computing(Amazon)

Digital Business Models (Radiohead)

User Generated Content + Crowdsourcing



DAY 3

Knowledge Management

Business Intelligence

Ethics of Data

Evaluating Emerging Technology Trends



DAY 4

Digital Transformation of Business Models

The Future of IT

TEAM PRESENTATIONS



Grade Breakdown:

Participation	25%
Case Presentations (2)	25%
Final Exam	25%
Journal	25%

Attendance + Participation:

Attendance and Participation (25%)

Discussion is an integral part of the course:

- I expect full attendance by every member of the class
- I also expect you to arrive on time to class.

Individual contribution to discussions and presentations will comprise 25% of your total grade.

- make a significant contribution to class discussion based on your own experiences.

Classroom Etiquette:

Your behavior in class directly impacts the value you and your fellow students gain from the course.

To that end, the following are rules of conduct in this class:

- Do not arrive late or leave early.
- Do not leave in the middle of the class.
- Turn off all cell phones and pagers while you are in class.
- You can use a laptop computer as long as it is related to the class (taking notes). Do not use your computer to check your email, browse the Internet, or send instant messages during the class.
- Do not engage in side discussions while others are speaking.

Assignments:

There will be three assignments: **(50%)**

**Assignment #1 and #2: Case Presentations –
Group assignment, 12.5% each of total grade
Due Day 4 / March 27, 2016**

On day 4, the groups will lead the discussion regarding one of the case studies we are covering in the course. Each group will take a particular position regarding some aspect of the case (see below). The groups are expected to prepare outside of class.

The assignments are as follows...

Assignments:

Day 4 (Morning): Volkswagen of America: Managing IT Priorities

Groups 1, 3 and 5: What did Volkswagen get right regarding its method of prioritizing IT projects?

Groups 2, 4 and 6: What did Volkswagen get wrong regarding its method of prioritizing IT projects?

Day 4 (Afternoon): IT Doesn't Matter

Groups 2, 4 and 6: Things have evolved significantly since Carr wrote these articles. Based on the assertions Carr makes in his articles, what opportunities exist for companies?

Groups 1, 3 and 5: Based on the assertions Carr makes in his articles, what pitfalls exist for companies?

Assignment #3: Journal

Individual assignment, 25% of total grade

Due March 30, 2016. Submit via the shared Google drive

A journal documenting the key ideas presented in each class.

Evaluation:

- your interpretation of the main ideas discussed in each session
- the quality of the information that you provide.

Focus on the following:

- What were the major topics discussed in that class session?
- What were the key management issues related to the topic?
- What can be learned from the presentations and class discussions related to the topic?

Requirements: 10 PowerPoint slides (max).

Final Exam (25%):

Due April 1, 2016. Submit via email.

Essay based take-home exam

Applying knowledge learned in class.

The COURSE BLOG:

All the information about the course that you will need!

<http://community.mis.temple.edu/5801s15tokyo/>

Any general QUESTIONS

See you in TOKYO
NEXT WEEK!

