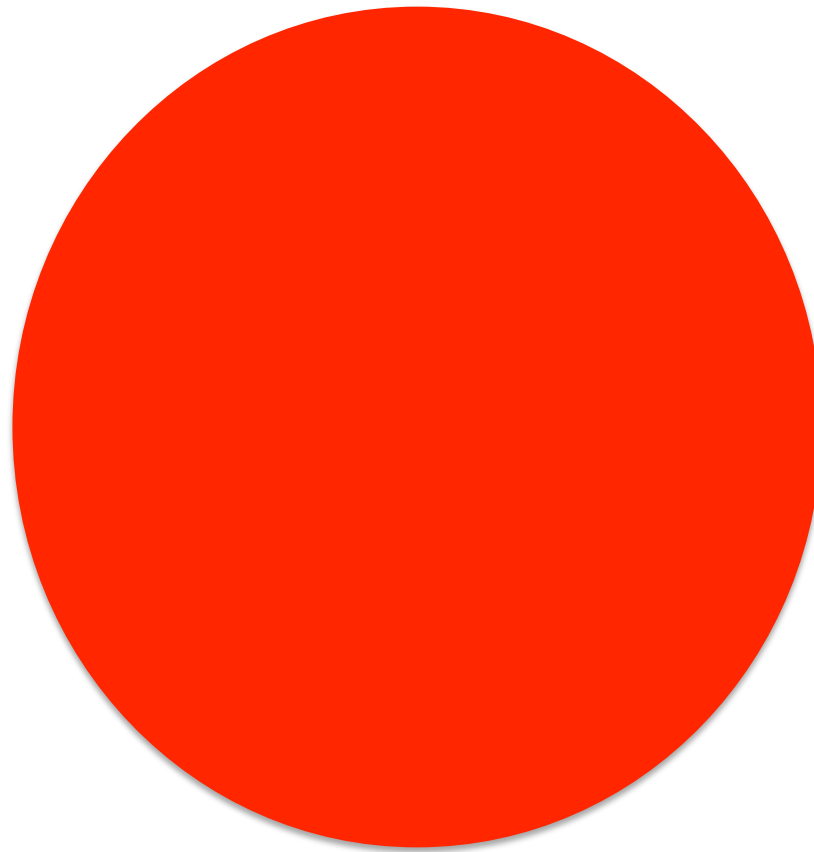


**(THE MAN AT THE
PODIUM IS NOT ME)**

Meet Professor MART DOYLE



I am in Japan this week teaching the
EMBA's the same course.

Tonight, I am giving a lecture
in Tokyo

(Although when you read this,
the lecture will be over and I
will be waking up.)

19 MAR

Lecture:

**Building a
Management
Culture of
Innovation:
Lessons
learned from
architects and
designers**

TEMPLE UNIVERSITY JAPAN

3/26

I am looking forward to meeting you next week.

Tonight, please be nice to Mart

WELCOME to MIS 5402

Managing Technology and Systems

Spring 2015

James Moustafellos
(jamescm@temple.edu)

Adapted from material by Munir Mandviwalla and Steven L. Johnson

About the Course:

Organizations that strategically select, manage, and deploy digital business models prosper in the global economy. Students will use systems and business process thinking to create and analyze strategies for technology-enabled organizational and industry transformation.

- 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 6 WEEKS!

6

Grade Breakdown:

- Participation + Class Preparation **25%**
- Learn Information Technology
(IT) Projects (2) **25%**
- Case Study Analyses (2) **25%**
- Reflection Journal **25%**

Participation + Preparation (25%)

Each week you will submit a brief summary of the readings assigned for that class period (see the course schedule). This includes the cases. Submit a hard copy at the beginning of class and bring a copy for your reference during the discussion.

Your weekly summary should include the following:

- 1. One key point you took from each assigned reading, including the cases (even if you submitted a case analysis that week): one sentence per reading.**
- 2. One key point you learned from the readings as a whole: one sentence maximum.**
- 3. One discussion question that you would ask your fellow classmates: one sentence maximum.**

Graded pass/fail. If you do not fully complete the assignment, you will not receive credit for that week.

Learn IT Assignments: (25%)

Information technology is pervasive in our personal and professional lives. Each of you certainly has had experience with multiple types of Information Technology and, equally, you are also each likely to have areas of opportunity to enhance your Information Technology knowledge. The goal of these assignments is to help you expand your areas of knowledge.

Learn IT Assignment #1: An hour of Code

Learn IT Assignment #2: Lynda.com software training

Case Study Analysis: (25%)

In addition to preparing to discuss each of the assigned weekly case studies, you will work in groups to prepare an in-depth analysis of 2 case studies during the semester. See the course schedule for due dates.

Since we are discussing the material in class, cases must be completed on time in order to receive credit.
Late submissions will receive a failing grade.

Case 1: Google Inc

Case 2: Open Innovation at Siemens

Assignment: Reflection Journal (25%)

Individual assignment

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).

Required Readings:

The materials for this course are drawn from multiple sources.

1. There is no required textbook for this course. You can purchase the required case studies online at

<https://cb.hbsp.harvard.edu/cbmp/access/35872114> (note: registration & login required to access and order the course packet. You must use this code to receive the student discount).

2. There are additional assigned readings throughout the course. These are available for free on the web. Web articles links are available on the course blog:

<http://community.mis.temple.edu/mis5402s15/>

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:

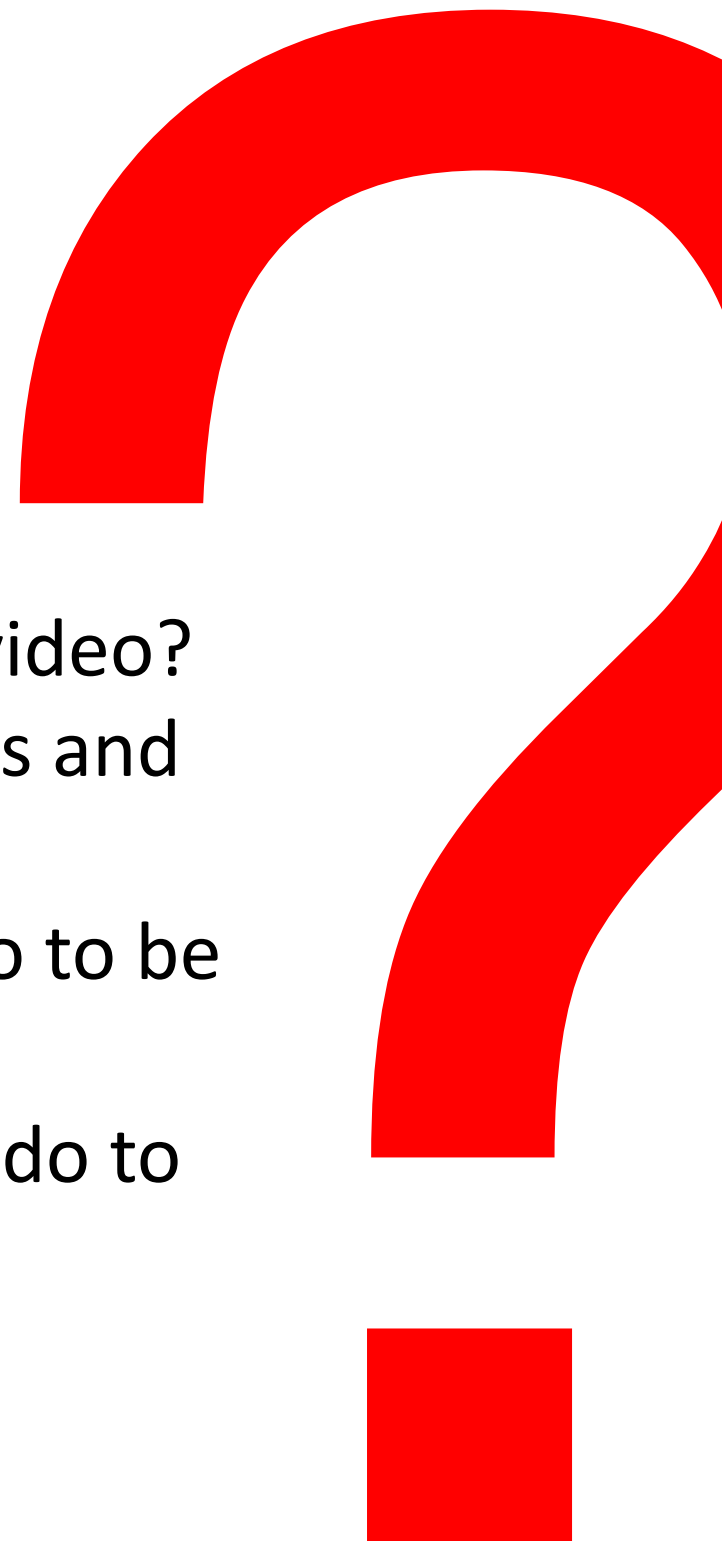
- Do not arrive late or leave early.
- Do not leave in the middle of the class.
- Turn off all cell phones and pagers while you are in class.
- You can use a laptop computer as long as it is related to the class (taking notes). Do not use your computer to check your email, browse the Internet, or send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

Video and Discussion:

The World is **FLAT**

<http://video.mit.edu/watch/the-world-is-flat-30-9321/>

- What is the overall point of the video?
- What are the four main flatteners and their implications?
- What does a company have to do to be competitive?
- What does an individual have to do to be competitive ?



Video + Discussion:

The **FILTER BUBBLE**

<https://www.youtube.com/watch?v=B8ofWfx525s>

- How does this change your perception of the web?
- If you have a computer, make sure you are signed in and search on Google. Search for “Washington DC”. Do you all get the same results?
- Is the web broadening our knowledge or reinforcing what we already know?
- Is this “service” valuable to you?

