(THE MAN AT THE PODIUM IS ME)

It's nice to finally meet you!

Please submit your Reading Summary and Learn IT Assignment

MIS 5402
Managing Technology and Systems

Spring 2015

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Adapted from material by Munir Mandviwalla and Steven L. Johnson

How was last week's class?

(I heard good things about you)

WE NEED TO FORM GROUPS
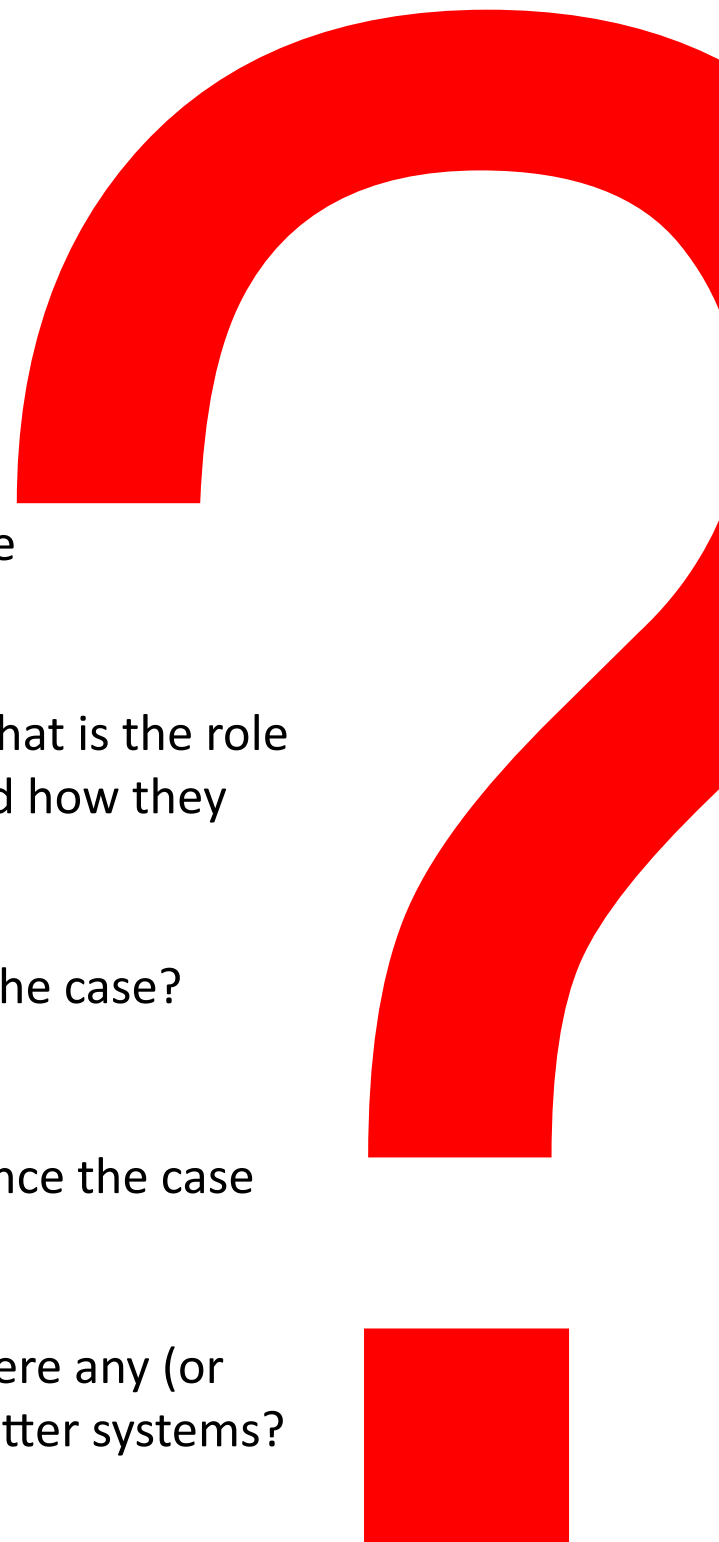
You may self-select.

7 teams of 5

Weekly Reading Summary

1. **One key point you took from each assigned reading**, including the cases: 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.

Breakout Session:

In your group, discuss

AIRBNB

- What are the **benefits and risks** of participating in online marketplaces like Airbnb?

- What is a **Reputation System** and how does it work? What is the role of crowdsourcing and reviews? Give examples of sites and how they use these tools.

- What was Airbnb's system at the time of the writing of the case? What were its benefits and limitations?

- Go to the Airbnb site. What changes have they made since the case was written to improve safety and build trust?

- Review the list of potential solutions in the case. Are there any (or other options) they should consider adding? Are there better systems?

Discussion:

AIRBNB

Systems Thinking Versus Process Thinking

Process Thinking	Systems Thinking
• Considering the system as a collection of independent processes • Decompose and optimize	• Considering the system as a collection of integrated processes • Synthesize and optimize

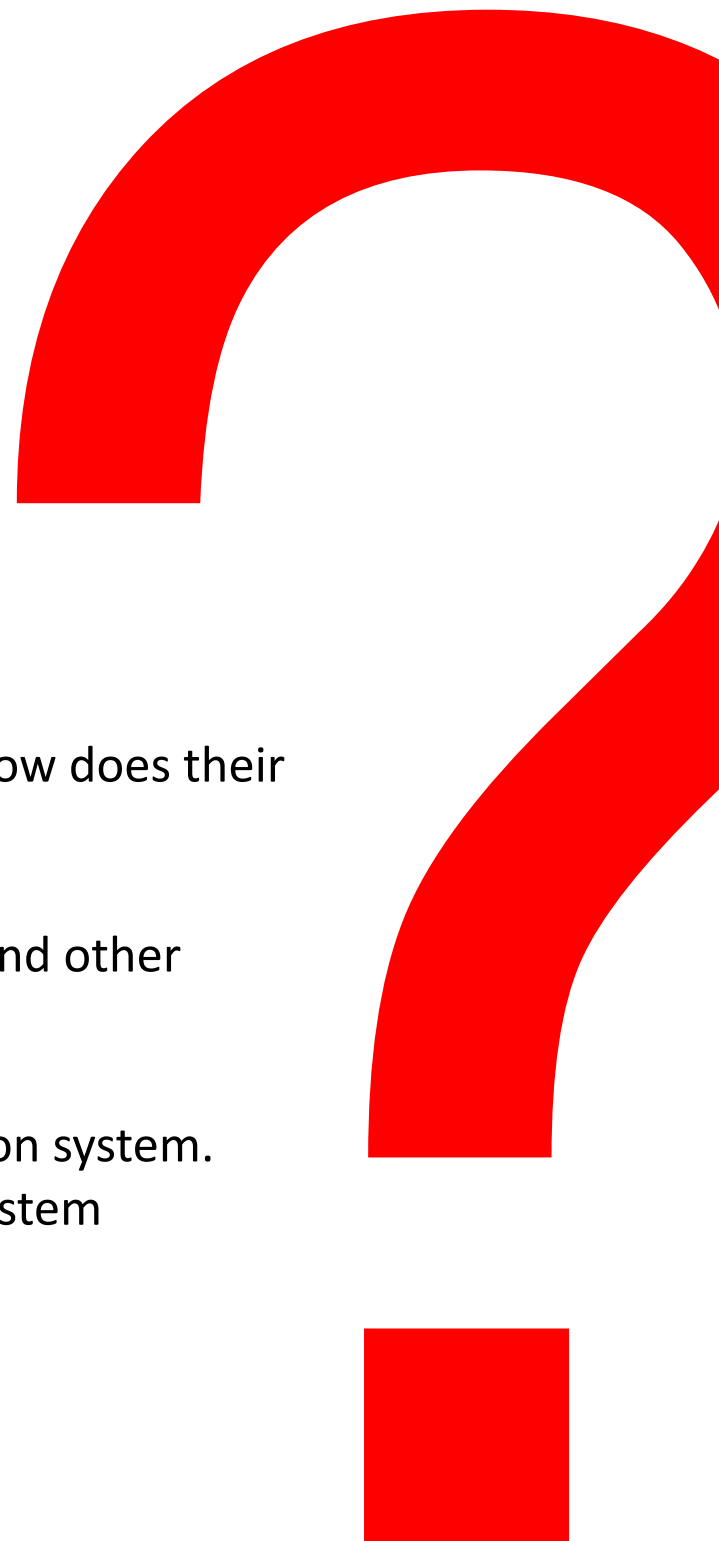**For what types of problems is each best suited?**

Breakout Session:
In your group, discuss
FEEDBACK
&
SYSTEMS THINKING

- What is Feedback? Referring back to the Airbnb case, how does their reputation system build in Feedback?

- What is Systems Thinking? How do the Airbnb system and other online marketplaces use a Systems Thinking approach?

- As a team, diagram the Airbnb reservation and reputation system. Include how feedback is integrated into and affects this system

Discussion:

AIRBNB

Discussion:

1 HOUR OF CODE

Learn IT Assignments #1

Activity: You too can code

Objective

The objective of this activity is to demystify programming by learn the basics of a popular programming language (JavaScript).

Activity Requirements

Go to http://www.codecademy.com/ and create an account ("Sign up").

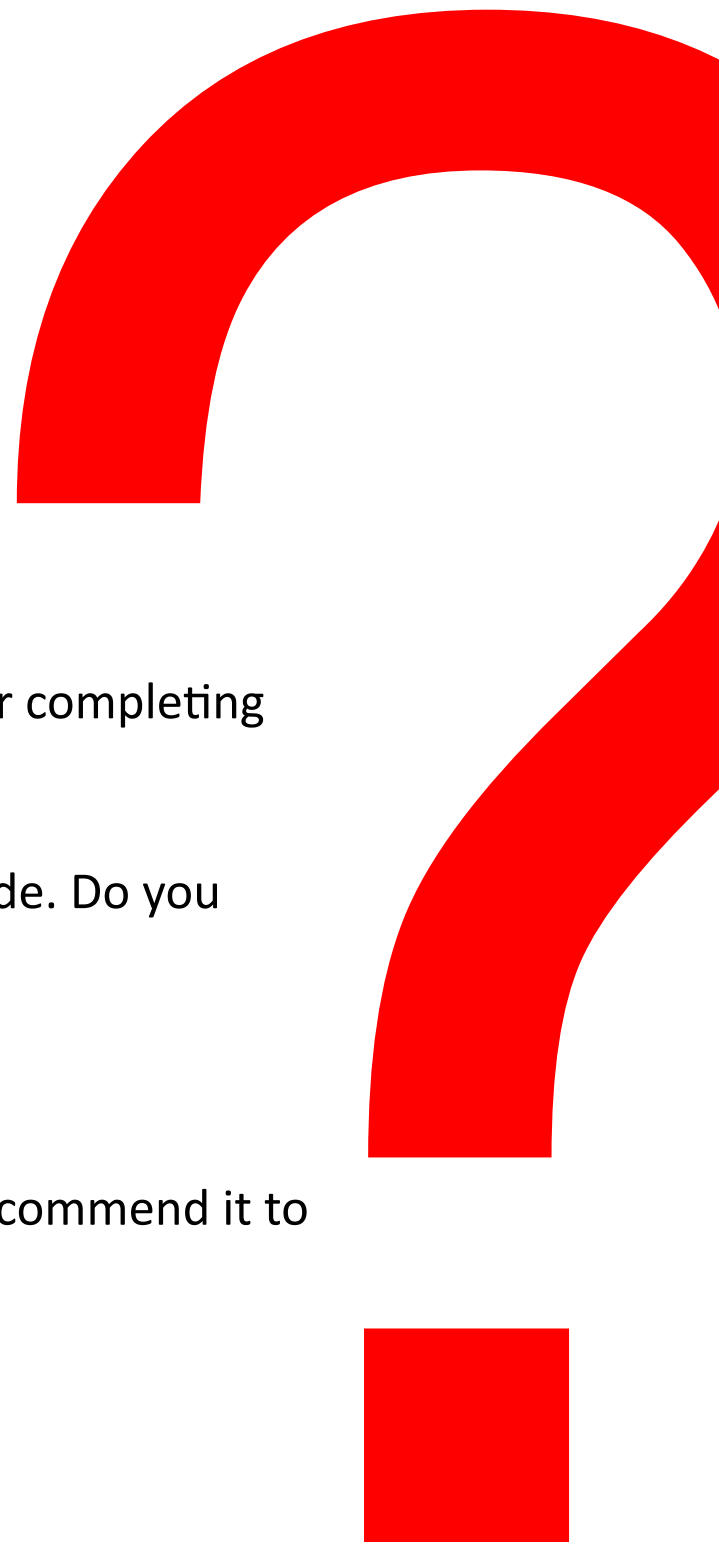Go to http://www.codecademy.com/goals/hour-of-code and complete the activity.

When you are done, visit your site profile, click on the achievements tab, and make a screen print showing your name and achievement badges.

Prepare a 1 page document answering the following questions:

1. Has your view of computer programming changed after completing an hour of code?

2. Some people say that every student should learn to code. Do you agree or disagree?

3. What are 3 key things you learned?

4. Are you likely to use this resource again? Would you recommend it to others? Why or why not?

Submit a hard copy of your 1 page summary and a screen print of your achievement badges by the assigned due date.

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Next Week: Google Case Study Analysis

See the course blog for format + questions

1. The case describes several of Google's "products" (their search engine, Gmail, Google Earth, etc.). What do they have in common? How would you describe the line of business Google is in?

2. What is Google's revenue model (how do they make money)? Who are its customers? With this in mind, what is Google's *real* product?

3. Based on the material in the case, how would you describe Google's strategy? Do they have one?

4. The last section of the case is titled "What Should Google Do?" What do you think Google should do (it doesn't have to be one of the options described in the case)? Make sure you explain why you chose that course of action.

5. How has Google created an organizational structure that encourages and enables innovation? Give specific examples.