

University of Washington



IS 300 – Introduction to Information Systems

Section D

Winter 2007

Sessions Outline

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Time/Topic	Case/Lecture	Questions & Learning Objectives
Session #1 Jan 4 Thursday Introduction	Lecture: Introduction to IT Article: The ITC eChoupal Initiative	1. What do you expect in this class? 2. What is your background in IT? 3. What is your understanding of IT strategy?
Session #2 Jan 9 Tuesday Topic: Evolution, Value and Framework of IT	Lecture: Evolution, Framework, and Value of IT Article: Information Technology Management from 1960-2000 – Richard L. Nolan;	1. What IT vocabulary should a manager have? 2. What key IT concepts should a manager understand? 3. How should a manager engage in IT management issues? 4. How did hardware evolve over time?
Session #3 Jan 11 Thursday Topic: Supply Side Economy, Network Economy, Industry Analysis	Case 1: Apple Computers, 2002. Case 2: Apple Computers, 2005.	1. Explore the industry analysis and problems in sustaining competitive advantage. 2. Understand the impact of network externalities in IT economy. 3. Compare and contrast Apple’s success in creating and marketing the iPod with its other hardware products. 4. Evaluate past performance and consider what the future may hold for a company that relies heavily on periodic bursts of innovation
Session #4 Jan 16 Tuesday	Case 1: Monster.com: Success beyond the bubble	1. Why Monster.com has been successful? What drives this success? 2. Was the decision to grow quickly a wise one? If not, what alternative strategies

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<p>Topic: Supply Side Economy, Network Economy</p>	<p>Case 2: Monster Networking</p>	<p>would you have recommended? If so, why did it make sense for Monster to grow rapidly when it did not make sense for others?</p> <ol style="list-style-type: none"> 3. Examine the roles that information intensity, scalability (economies of scale), network effects, and increases customer value (vis-à-vis what is available from substitutes) play in driving profitability and growth for internet businesses. 4. To introduce social networking basics and to illustrate the trade-offs between acquisition and internal development as vehicles for expanding platform functionality.
<p>Session #5 Jan 18 Thursday</p> <p>Topic: Strategies for New Economy, CRM, Business Intelligence</p>	<p>Lecture: Customer Relationship Management and Business Intelligence</p> <p>Article 1: Customer Intimacy and Other Value disciplines.</p> <p>Article 2: Avoid the four perils of CRM</p>	<ol style="list-style-type: none"> 1. What are the value disciplines in the new economy? 2. What is CRM? 3. What are the advantages and common pitfalls of CRM implementation?
<p>Session #6 Jan 23 Tuesday</p> <p>Topic: Strategies for New Economy, CRM, Business Intelligence</p>	<p>Case 1: Circuit City Rewires</p> <p>Case 2: Evergreen Investments: Mobile CRM</p>	<ol style="list-style-type: none"> 1. What are the key issues faced by circuit city? 2. Understand the critical issues involving CRM implementation and management.
<p>Session #7 Jan 25 Tuesday</p>	<p>Project Presentations: Group 1, Group 2, and Group 3</p>	
<p>Session #8 Jan 30 Thursday</p>	<p>Case: Harrah's Entertainment Inc.</p>	<ol style="list-style-type: none"> 1. What is the difference between Harrah's and other companies in coordinating marketing strategy and database design?

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<p>Topic: Business Intelligence, Data mining</p>	<p>Article: Diamonds in the Datamine</p>	<p>Why is Harrah’s approach more successful?</p> <p>2. What is the role of IT in overall strategy of Harrah’s?</p> <p>3. What are the key requirements for CIO leadership?</p>
<p>Session #9 Feb 1 Tuesday</p>	<p><i>In-Class Midterm</i></p>	
<p>Session #10 Feb 6 Thursday</p> <p>Topic: Information Technology Management, Organizational Change, Business Transformation</p>	<p>Case: Otis Elevator: Accelerating Business Transformation with IT</p> <p>Lecture: Enterprise Resource Planning (ERP)</p>	<p>1. What role does information technology play in the business transformation of Otis Elevator?</p> <p>2. What is an Enterprise Resource Planning System?</p> <p>3. What are the advantages and disadvantages of implementing an ERP system?</p>
<p>Session #11 Feb 8 Tuesday</p> <p>Topic: ERP Implementation, Information Technology Management, Organizational Change, Business Transformation</p>	<p>Case 1: Dow Corning Corporation: Transforming the Organization</p> <p>Case 2: Nestle’s ERP Odyssey</p>	<p>1. What are the critical issues faced by Dow Corning while implementing ERP system?</p> <p>2. What are the critical issues faced by Nestle while implementing ERP system?</p> <p>3. What role does organizational structure and culture play in the successful implementation and adoption of ERP systems?</p>
<p>Session #12 Feb 13 Thursday</p> <p>Topic: Systems Development, ERP, Information Systems Product Design</p>	<p>Case: KL Worldwide Enterprises, Inc.: Putting Information Technology to Work</p>	<p>1. To provide students with a real-world, hands-on simulation of an information technology systems development process that spans the entire life cycle of an IT project from initial project scoping and justification through acceptance testing and deployment.</p> <p>2. Understand the process of software development.</p>

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Session #13 Feb 15 Tuesday	Project Presentations: Group 4, Group 5, and Group 6	
Session #14 Feb 20 Thursday Topic: IT Outsourcing, Software Development, Vendor Perspective	Case: Wipro Technologies: The Factory Model Article: IT Outsourcing: Maximize Flexibility and Control	1. What are the issues involved in IT outsourcing? 2. What are the keys of success for an outsourcing firm as Wipro? How can Wipro sustain the competitive advantage?
Session #15 Feb 22 Tuesday Topic: IT Outsourcing, , Client Perspective	Case: Cathay Pacific: Doing More with Less Article: Hidden Costs of IT Outsourcing	1. Develop an understanding of outsourcing issues in global economy. 2. Focus on the pros and cons of this decision for Cathay Pacific.
Session #16 Feb 27 Wednesday	Project Presentations: Group 7, Group 8, and, Group 9	
Session #17 March 1 Tuesday Topic: IT Risk Management	Case: CareGroup Lecture: IT Security	1. What are the main causes of the collapse of the system and why? 2. Who are responsible for this collapse and what could have been done to avoid it? 3. What is your reaction to each of the 10 lessons cited by John Halamka: whether you agree or disagree?
Session #18 March 6 Topic: IT Security, Crisis Management	Case: The iPremier Co.: Denial of Service Attack	1. What principles or recommendations might we follow during a crisis situation like this one to avoid some of the problems inherent in such situations? 2. How did iPremier perform during the crisis? What might you have done differently during the crisis? 3. What information about these events should iPremier share with its customers

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		and the public?
Session #19 March 8	Lecture: Course Wrap-up & Final Exam Review	
Session #20 March 12	Final Exam	