הפקולטה לניהול ע"ש קולר אוניברסיטת תל אביב
Coller School of Management Tel Aviv University

Sofaer Global MBA

1238.2411.01 – Management of Information Systems
Prerequisites: none

Course Section Details

Day	Hour	Classroom	Lecturer	Email	Telephone	Office
Sunday	9:30 – 12:15	Recanati room 103	Professor Gal Oestreicher-Singer	galos@tau.ac.il		320

Teaching Assistant (TA): TBA

Course Units

Course Units: 1 cu
4 ECTS (European Credit Transfer and Accumulation System) = 1 course unit
By making higher education comparable across Europe, ECTS makes teaching and learning in higher education more transparent and facilitates the recognition of all studies.

Course Description

Information technologies (IT) are fast changing the business of business, and insightful executives of leading companies across the world are increasingly leveraging IT to create value and win competitive advantage. Three major trends are causing executives to rethink the role of IT in their firms. Firstly, two decades of investments in enterprise systems have digitized many key business processes. Secondly, consumers connecting and collaborating in the online and mobile enabled social graph are leaving a rich data trail that has value for business. Lastly, the Internet of Everything is now a $14 Trillion industry. The above trends have made the strategic management of IT a complex, but potentially differentiating, core business capability. Thus, as forward-thinking chief executives of tomorrow's businesses, it is essential that you develop an understanding of these trends and the ability to analyse the strategic and economic aspects of leveraging IT for efficiency, innovation and corporate transformation. The course topics will balance the two opposing forces of efficiency and innovation in the context of a globalized environment for the production and consumption of IT.

Course Objectives

By the end of the module students will have learned:

- Understanding the relationship between IT investments, productivity, business value and industry disruption
- Explore organizational transformation that is fostered by the deployment of large IT enabled business models and their financial impacts
- Leveraging big-data business analytics to make smarter and predictive decisions
- Leveraging social media for business advantage

Knowledge and Understanding

After completing this module, the students will have:

- Knowledge of how to plan for and govern IT expenditures
- Manage IT Outsourcing
- Leverage big-data analytics
- Leverage the online social media phenomenon

Key Skills

After completing this module, the students will have:

- Financial modelling of IT projects
- Fundamentals of predictive analytics
- Fundamentals of leveraging social media

Assessment and Grade Distribution

Percentage	Assignment	Date	Group Size/Comments
5%	1 personal prep assignment	See course outline	1
35%	3 group assignments	See course outline	4
10%	Class participation		
50%	Post module assignment	July 1	

*According to University regulations, a student must be present in every lesson (Article 5).
* The lecturer reserves the right to have a student removed from a course if the student is absent from a class with mandatory participation or did not actively participate in class. (The student will remain financially responsible for the course irrespective of his/her removal from the course)

Course Assignments

The course is highly interactive involving case discussion and group exercises. Please come prepared in advance by reading cases. Groups will be formed for homework assignments as well as in-class activities. Class participation as individuals and through in-class group activity that is assigned is strongly encouraged and rewarded. It forms an important part of the course pedagogy. Large portions of the class are case based. Please come prepared to the class ready for class discussion (some will have leading questions as personal assignments).

Participation is a direct function of your level of mastery of the material—the reading and the cases well as class participation. You are expected to enhance the overall learning environment of the class by coming prepared, asking questions and - when possible - bringing issues to life based on your experience.

Should a student become unable to complete an assignment or course requirement, s/he must notify the TA of the course in advance via email

Grading Policy

As of the 2008/9 academic year the Faculty has implemented a grading policy for all graduate level courses.
This policy applies to all graduate courses in the Faculty, and will be reflected in the final course grade.
Accordingly, the final average of the class for this course (which is a core course) will fall between 78-82%.
Additional information regarding this policy can be found on the Faculty website.
Please note: In order to register for advanced elective courses in (list specialization), your grade in this course must be at least 78%.

Evaluation of the Course by Student

Following completion of the course students will participate in a teaching survey in order to evaluate the instructor and the course for the benefit of the students and the university.

Course Site (Moodle)

The course site will be the primary tool used to communicate messages and material to students. It is, therefore recommended to periodically check the course site in general, periodically, before each lesson, at end of the course as well. (For example: exam details and updates regarding assignments)
Course slides will be available on the course site.

Course Outline*

Class	Date	Topic(s)	Required Reading	Submission
1	24.4	Introduction Framing the challenges faced by organizations		
2	1.5	Digital transportation:	GE Case	Personal assignment #1
3	8.5	IS in organizations: The changing boundaries of the organization (outsourcing, cloud, crowdsourcing)		
4	15.5	Business analytics & big data		Group assignment #1
5	22.5	The digital organization: • Platform competition		
6	29.5	The digital organization: • New (technology based) business models		Group Assignment #2 & #3
7	12.6	Privacy and ethics in using data analytics Summary		

*Subject to change

Required Reading

1. Case: Procter and Gamble: Global Business Services, HBS case
2. Case: Bombardier INC.: Successfully Navigating the Turbulent Skies of a Large-Scale ERP Implementation, HBS case

Recommended Reading

- Anderson, "Free! Why $0.00 Is the Future of Business", WIRED Magazin, Issue 16:03, Februar 2008. Available at http://www.wired.com/techbiz/it/magazine/16-03/ff_free?currentPage=all.
- Carr, "The End of Corporate Computing", MIT Sloan management review, 46:3, 2005.
- Eisenmann, T., Parker, G., Van Alsytne, "Strategies for Two-Sided Markets," HBR, Oct 2006.

- Data Mining 101 - Chapters 1 and 2 from Shmueli et al, Data Mining for Business Intelligence, 2nd Edition, Wiley Book, ISBN-10: ISBN: 978-0-470-52682-8.
- Levy, Steven, "Secret of Googlenomics: Data-Fueled Recipe Brews Profitability", Wired Magazine, 05.22.09, http://www.wired.com/print/culture/culturereviews/magazine/17-06/nep_googlenomics
- Weinberger, “If You Love Your Information - Set It Free”, Harvard Business Review, June 2007.