1. OBJECTIVES

This course focuses on the critical personal and organizational issues of the management information systems function. The unifying theme is the types of computer-based applications being used at different levels of an organization and how computer technology assists individuals to perform their jobs. The student is provided content in which to evaluate the role of information in various organizations. This course provides an overview of information systems in the business world. It presents an organizational view of how to use information technology to create competitive firms, manage global organizations, and provide useful products and services to customers. Topics include strategic ERP software, new business models based in Internet, network systems, the use of social networks for marketing and new trends as Cloud Computing or strategic Outsourcing.

This course assumes a general understanding of the nature of information systems, relevant technologies, and the life-cycle model of systems development. Its aim is to develop an overall understanding of the nature of the effort required to exploit the potential of ICT innovation in contemporary organisations. This course does not study any particular technology, nor does it study in-depth technical processes for systems development, such as design, programming, or evaluation. Rather, this course provides a critical understanding of the outcomes of information systems in an organization.
1.1 LEARNING OUTCOMES

At the end of this course and having completed the activities students should be able to:

- Discuss the process of information systems innovation as a socio-technical endeavour that comprises both technology and organisational change;
- Identify the main trends in the socio-economic context of organisations that affect IS innovation;
- Critically discuss the relationship between IS and organisational change;
- Discuss the strategic value of information systems for organisations and methods used for information systems planning;
- Critically discuss the options organisation have to acquire the technologies they need for their information systems, evaluating investments vs. service providers;
- Critically discuss some of the most frequently used methods for the development or implementation of information systems;
- Describe the tasks comprising the process of managing IS development and implementation projects;
- Analyze the situation of IT market, its history and future trends;
- Be able to create a business model for an IT company;

2. TEACHING METHODOLOGY AND WEIGHTING

<table>
<thead>
<tr>
<th>Teaching Methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>(30)%</td>
<td>23 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>(20)%</td>
<td>15 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>(10)%</td>
<td>7 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>(40)%</td>
<td>30 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td>75 hours</td>
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</table>

3. PROGRAM

The course is organized in four areas:

- THE IT MARKET.
- THE MANAGEMENT OF A COMPANY BASED ON IS
- SOCIAL NETWORKS AND ITS IMPACT ON BUSINESS
- FUTURE TRENDS

SESSION 1 – INTRODUCTION
Course Introduction
The cream and the wires
What is Management of Information Systems?

THE IT MARKET

SESSION 2 – APPLE
History of the company
Design matters
New entrepreneurship models
Lessons learned
SESSION 3 – IT COMPANIES BUSINESS MODEL
How to create an IT company?
Niche markets
Do the strongest survive? Should we adapt? Some examples

SESSION 4 – MANAGEMENT OF IT COMPANIES
Marketing
Financial model
Strategy

THE MANAGEMENT OF A COMPANY BASED ON IS

SESSION 5 – INTRANETS
What is an Intranet?
Benefits for the company
Types of Intranets
Planning and Deployment

SESSION 6 – BUSINESS INTELLIGENCE
What is Business Intelligence?
OLAP
Advantages for the company
All the information is useful?

SESSION 7 – NEW MARKETING STRATEGIES
New channels.
e_commerce strategy
The risk of cannibalization
Where is the profit now?

SESSION 8 – MIDTERM EXAM
Detailed instructions will be provided during the course.
SOCIAL NETWORKS AND ITS IMPACT ON BUSINESS

SESSION 9 – SOCIAL NETWORKS BUSINESS: MYTH OR REALITY
History of Social Networks
Business model
The value of the information vs. the value of the network

SESSION 10 – WEB 2.0
What is Web 2.0
Forums
Collaboration
Web services
HCM

SESSION 11 – BUSINESS TRANSFORMATION
Enterprise 2.0
Brand Awareness
Lead generation and qualification
Customer Service

FUTURE TRENDS

SESSION 12 – OUTSOURCING
What is IT Outsourcing. Advantages and Disadvantages.
Risks
Types of outsourcing: off-shore and near-shore
TCO
Cost reduction
The slow transformation of IT market: From HW/SW to services.

SESSION 13 – CLOUD COMPUTING
Cloud Computing
Types of Cloud: IaaS, PaaS, SaaS
Advantages for the organization.
Security risks
The future of IT: Cloud and mobile devices.

SESSION 14 – MOBILE
Evolution of Mobile Market
From voice, to data and beyond …
Internet and mobile convergence
The future of information access
SESSION 15 – FINAL EXAM

Analysis and description of a real case and evaluation of their IT strategy in all areas discussed during the course. Case preparation will be in groups but with specific time for individual presentations. Detailed instructions will be provided during the course.

4. EVALUATION CRITERIA
This course requires students to attend sessions. You will be asked to prepare material in advance, make written and verbal presentations, and take an active role in class discussions. The evaluation is based on the following criteria:

<table>
<thead>
<tr>
<th>Activities</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual:</td>
<td></td>
</tr>
<tr>
<td>• Work on the case studies</td>
<td>20</td>
</tr>
<tr>
<td>• Participation in Class</td>
<td>20</td>
</tr>
<tr>
<td>• Volunteer work</td>
<td>10</td>
</tr>
<tr>
<td>Group:</td>
<td></td>
</tr>
<tr>
<td>• Midterm exam</td>
<td>20</td>
</tr>
<tr>
<td>• Final Exam</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

**Class participation**
Students must attend all classes and participate in class discussions. The rating of the class participation is based on two aspects, the presence and contributions to class discussions. Contributions to discussions will focus on quality, not quantity of the contribution, so that students who participate often do not necessarily receive a better rating than those who participate less frequently. Therefore, students are encouraged to start contributing to the discussions since the beginning of the course.

For this course, consider the cases and the documentation just a starting point. Feel free to update, add additional data or analysis to the discussion, or ask questions in the light of recent news and the news they read.

Volunteer work terms and conditions will be explained during the course.
RETAKE POLICY

- Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).
- Students who do not comply with the 70% attendance rule will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enrol again in this course next academic year).
- Grading for retakes will be subject to the following rules:
  - Students failing the course in the first regular period will have to do a retake in July (except those not complying with the attendance rules, which are banned from this possibility).
  - Dates and location of the July retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer.
    - The retake will consist on an oral exam based on the analysis and description of a real case and evaluation of their IT strategy in all areas discussed during the course.
    - The grading criteria for the retakes are the following:
      - Written essay in Word format of 25 pages maximum. (30%)
      - Powerpoint presentation of 20 slides maximum. (20%).
      - Oral exam 25 minutes. Presentation and questions. (50%)
  - The maximum grade that a student may obtain in the retake will be 8 out of 10.

5. USE OF ELECTRONIC DEVICES IN CLASS

It is highly recommend the use of a laptop in class, no Wi-Fi connection needed.