



APPLIES TO ACADEMIC YEAR 2004/2005

## EXC 2402 Information Technology Management

### Program

#### Responsible for the course

Ragnvald Sannes

#### Department

Leadership and Organizational Management

#### Term

According to study plan

#### ECTS Credits

6

Information Technology Management is a mandatory course in the Bachelor of Science in Business Program. The course is focused on the business opportunities and challenges enabled by contemporary applications of Information and Communications Technology.

#### Objective

The main objective of the course is to provide students with a basic understanding of how information and communication technology contribute to business value. To do so, students must understand the mechanisms that lead to successful e-business implementations. The course will therefore focus on three areas of student learning:

1. Knowledge of enablers and inhibitors of e-business success (theory and models)
2. Understanding of e-business successes and failures (cases)
3. Experience in evaluation of e-business services (assignments)

#### Prerequisites

#### Compulsory literature

Laudon, K. C. and C.G. Traver. 2005. *E-commerce: Business, technology, society*. 2nd ed. Boston : Pearson/Addison-Wesley.

Additional reading package of selected papers

#### Recommended literature

Parasuraman, A. and C.L. Colby. 2001. *Techno-ready marketing*. New York: Free Press.

Krug, S. 2000. *Don't make me think! : a common sense approach to web usability*. Indianapolis, Ind. : New Riders Publishing.

Cato, John. 2001. *User-centered web design*. Harlow: Addison Wesley. (300 s.)

Lynch, P J and Sarah Horton. 2001. *Web style guide : Basic design principles for creating web sites*. 2nd ed. New Haven: Yale University Press. Available online at:

<http://info.med.yale.edu/caim/manual>

Alexander, Janet E. & Marsha Ann Tate. 1999. *Web wisdom: How to evaluate and create information quality on the web*. Mahwah, N.J.: Lawrence Erlbaum Associates. Accompanied by online resources at <http://muse.widener.edu/Wolfram-Memorial-Library/webevaluation/webeval.htm>

#### Course outline

1. Introduction to Technology Applications
  - E-Commerce and E-Business Concepts
  - Personal Technology Use
  - Enterprise Systems
1. Technology and Infrastructure: The Wired World
  - Technology Convergence
  - Disruptive Technologies
  - Technical Solutions and Standards
  - Building E-commerce Solutions
1. Managing Business Value of Information Technology and E-commerce
  - E-commerce and Consumer Behavior
  - E-commerce and Technology Use
  - Ethical, Social and Political Issues
  - Testing and Evaluating E-commerce Solutions

**Computer-based tools**

The Internet

**Course structure**

The course will be given in a mixed mode of lectures, case discussions, home assignments. The course duration is 36 teaching hours.

**Evaluation**

Term paper. The term paper consist of mandatory home assignments (individual and in groups) and a final paper in groups of two or three students. Term paper must be solves within 2 weeks.

**Evaluation code(s)**

EXC 24021 - Process evaluation counts 100% of the final grade in EXC 2402 Information Technology Management, 6 credits.

**Aids at the examination**

All aids are allowed.

**Makeup exam**

A re-sit is held in at the next scheduled exam in the course. Students who are taking new exam must take the course all over including all parts of evaluation.