



APPLIES TO ACADEMIC YEAR 2006/2007

EXC 2402 Information Technology Management

Program

Bachelor in Business Administration - (2. year)

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 implementations. Cases in e-business and e-commerce will be used as examples throughout the course. 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

None.

Compulsory literature

Books:

Laudon, K. C. and C.G. Traver. 2007. E-commerce: business, technology, society. 3rd ed.. Boston: Pearson/Addison-Wesley

Other:

Additional reading package of selected papers

Recommended literature

Books:

Cato, John. 2001. User-centered web design. Harlow: Addison-Wesley. 300 p

Krug, S.. 2006. Don't make me think! : a common sense approach to web usability. 2nd updated ed. Berkeley, Calif. : New Riders

Parasuraman, A. and C.L. Colby. 2001. Techno-ready marketing : how and why your customers adopt technology. New York: Free Press

Other:

Alexander, Janet E. og 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://www3.widener.edu/Academics/Libraries/Wolfram_Memorial_Library/Evaluate_Web_Pages/659/

Lynch, P. J. og 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>

Course outline

Part I: Foundations: business strategy and technology

- Introduction to business and technology
- Technology trends: Convergence

- E-commerce and e-business concepts
 - Business models: cases
 - E-business technologies
- Part II: Management, innovation and change
- IT management and change
 - Building e-business solutions
 - E-commerce and consumer behavior
 - Customer centric design of e-business systems
 - Usability
 - Evaluation of e-business solutions
- Part III: Technology and society
- E-government and other public services
 - Privacy, protection and security

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

Process evaluation. The process evaluation consists of home assignments, class participation and a final term paper. The term paper is handed out on the last lecture and counts 60% of the final grade. The final term paper can be solved in groups of 1-3 students, and must be handed in after two 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.