



APPLIES TO ACADEMIC YEAR 2012/2013

## MBA 2402 IT Management & E-Business

### Programme

Master of Business Administration - China

### Responsible for the course

Espen Andersen

### Department

Department of Strategy and Logistics

### Term

According to study plan

### ECTS Credits

4

### Language of instruction

English

### Introduction

ICT (information and communications technology) has evolved extremely rapidly, and is now increasingly pervasive in all aspects of business or public administration. Many of the most difficult decisions (strategic or administrative) to be taken by managers involve information technology, both as medium and content; and many actions (both external and external to the organization) are carried out within a fully digital environment. Rapid communications networks, mobile computing and communications equipment, and vast storage capabilities means that many industries are facing changes in their business environment that deeply influences their strategic options and future profitability. Clearly, managers need to understand information technology - if nothing else, so that they can communicate effectively with the organizational units charged with its implementation.

### Learning outcome

The intent of this module is to give the student an understanding of the role of information technology in organizations, the impact of the rapid technology evolution for business environments, and the challenge of managing the technology (and the organizational units charged with its introduction and support). The discussions will be within three main areas:

- *Managing IT for competitive advantage* : Understanding how IT can give the organization a competitive advantage, and how to sustain that advantage.
- *Understanding the role of IT in organizations* : This part of the course will analyze organizations in terms of the chains, shops, networks framework, trying to understand how value is created in each of these strategic configurations, and how IT supports this value creation.
- *Managing the IT resource* : Understanding the organizational challenges of IT management, the interface between IS and the business, governance models and organizational processes, systems development and delivery, outsourcing.

### Prerequisites

Bachelor degree or equivalent, 4 years work experience, managerial experience and good written and oral knowledge of the English language. Please confirm our Student regulations.

### Compulsory reading

#### Articles:

Articles and cases

#### Recommended reading

##### Books:

Pearlson, Keri E. & Carol S. Saunders. 2009. Strategic management of information systems. 4th ed. Wiley. A brief, yet comprehensive book on strategic IT management with many good examples. Tidligere utg. med tittel: Managing and using information systems

### Course outline

Day 1: Strategic IT for competitive advantage

Day 2: IT in chains, shops and networks: Integration and competition

Day 3: Managing the IT organization: Structures, processes, measures

Day 4: The future of information technology - what to expect and how to keep up

**Computer-based tools****Learning process and workload**

The course is conducted as a teaching module, where students have classes all day for four subsequent days, a total of 32 hours.

**Examination**

The students are evaluated through an individual written assignment, accounting for 4 ECTS credits.

**Examination code(s)**

MBA 24021 - individual written assignment; accounts for 100% to pass the program MBA 2402; 4 credits.

The course is part of a full MBA and all evaluations must be passed in order to obtain a certificate for the degree.

**Examination support materials**

All aids permitted.

**Re-sit examination**

At the next ordinary exam.

**Additional information**