MBA 2413 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
Books:
Austin, Robert D.; Richard L. Nolan & Shannon O'Donnell. 2009. Adventures of an IT Leader. Harvard Business Press

Articles:
Articles and cases

Recommended reading

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

See http://www.youtube.com/watch?v=aQy4lgqGM_s for a video introduction.

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 course evaluation will be based on continuous assessment by the following elements:
Group presentations, counting 30%
Classroom participation, counting 30 %
Individual hand-in, counting 40 %

Examination code(s)
 MBA 24131 - Continuous assessment; accounts for 100% to pass the program MBA 2413; 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

Re-sit examination
Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or continuous assessment, the whole course must me re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

Additional information