



विद्यया ऽ मृतमश्नुते
 वा. प्र. से. इन्दौर
 IIM INDORE

Indian Institute of Management Indore

Executive Post Graduate Program in E-GOVERNANCE

2013-14

Title of the Course: Information Systems for Organizational Performance

Credits: 2

Name of the Faculty member: Shubhamoy Dey

Email: shubhamoy@iimidr.ac.in

Telephone: 526

COURSE DESCRIPTION AND OBJECTIVES:

- To provide a brief overview of information systems concepts
- To explain the importance of ERP, business intelligence and knowledge management from manager's perspective
- To provide inputs for managing the introduction and sustenance of information system resources as part of an overall information systems strategy

PEDAGOGY:

This course is structured to be a combination of mini – lectures and discussions. The discussions are based on managerial articles from sources like HBR, SMR, CMR or MISQ. A significant part of the course is also based on case analysis.

EVALUATION:

Component	Weightage
Class Participation & case discussions	20%
Quizzes	30%
End term	50%
Total	100%

HBR = Harvard Business Review
 SMR = Sloan Management Review
 CMR =

TEXT:

SCHEDULE OF SESSIONS:

Module 1: Information Systems for Competitive Advantage

Module Objective(s): To provide exposure to different types of information technologies and systems available for businesses, and the way these can improve the functioning and transform organizations.

Sessions 1 Forms of IT & Role of Managers

Readings: Andrew McAfee. (2006). Mastering the Three Worlds of Information Technology. *Harvard Business Review*, November, R0611J, pp. 1-9.

Cases:

Sessions 2 Enterprise Systems

Readings:

Cases: Robert D. Austin, Richard L. Nolan, Mark Cotteleer (2002). *Cisco Systems, Inc.: Implementing ERP*, Harvard Business School, May, HBS-9-699-022, pp. 1-19

Sessions 3 & 4 E-business, Digital Goods and Services

Readings: Peter Weill & Michael Vitale (2008). Chapter 3, *Atomic E-Business Models and Initiatives*. Excerpted from *Place to Space: Migrating to eBusiness Models*, Harvard Business Review, ISBN- 13:978-1-4221-4951-5, 4946BC, pp. 1-34.

Cases: Xianghua Lu & Daqing Zheng. (2005). *E-Business Transformation at Me-Online*. Asia Case Research Centre, HKU552, pp. 1-15.

Sessions 5 & 6 Business Intelligence

Readings: Michael Meltzer. (2004). *Using Business Intelligence to Get Closer to Your Customers*. *Active Management Techniques for Results*, pp. 1-25.

Cases: Hugh J. Watson and Linda Volonino. *Harrah's High Payoff from Customer Information*, downloaded from www.terry.uga.edu/~hwatson/Harrahs.doc - United States

Sessions 7 Building a Knowledge Network ✓

Readings: *The Knowledge-Creating Company*. Harvard Business Review, July-August, R0707N, pp. 1-10.

Cases: Robert G. Eccles, Thomas H. Davenport. (2011). *Cognizant 2.0: Embedding Community and Knowledge into Work Processes*. Harvard Business Review, February, 9-410-084, pp. 1-11.

Module 2: Strategic Use of Information Systems

Module Objective(s): This module explains how to align and exploit the IT systems, and the best practices for IT governance so as to achieve the strategic objectives of information systems.

Sessions 8 Aligning Business Strategy and IT Strategy

Readings:

Cases: Michael Quinn. (2001). *Bank of Ireland (BOI): Internet Strategy*. Harvard Business Review, March, HBS-9-399-012, pp. 1-15

Sessions 9 & 10 Information Systems Governance ✓

Readings: Weill, Peter., & Ross, Jeanne. W. (2005). *A Matrixed Approach to Designing IT Governance*. MIT Sloan Management Review, 46(2), pp 26-34.

Cases: Deborah Compeau; Jordan Mitchell; Gyorgy Drotos; Emma Incze; Gyorgy Vas (2008). *Richter: Information Technology at Hungary's Largest Pharma*, IVEY, 907E21, pp. 1-23.