

University of Haifa
Faculty of Management
Computers and Information Systems
Winter 2016 (January 5 – February 23)
MBA for Managers
Instructor: Dr. David Bodoff (dbodoff@univ.haifa.ac.il)

Course Philosophy and Goals

The goal of the course is to enable a general manager to make better Information Technology (“IT”) decisions.

The method of learning is based on case studies. The goal is to *practice* making complex managerial decisions related to IT management. The course is geared toward aspiring CEO’s, CIO’s, and other senior managers. This course will *not* provide you with a list of software programs currently on the market.

Course Outline: See Detailed Schedule below

Methodology

Lectures are supplemented by

- case study presentations, done for homework in groups
- in-class written exercises, done individually
- in-class discussions

Course Requirements

Students are required to complete the following:

- a) Read assigned “case studies” before class
- b) A quiz on each case
- c) Present case studies, in a group of 3 students
- d) 2 exercises that are done in class, for a grade.
- e) A final exam.
- f) Participate in class discussions

Attendance requirements follow school policy. A detailed schedule of ALL your homework assignments and due dates is found at the end of this syllabus.

More about Case Study Assignments (items a-c above)

- There is a short quiz on every case.
- Each week approximately 3 groups of students will be asked to prepare a 5-minute PPT presentation on the questions that I asked. Maximum 5 slides.

- Guidelines on case presentations: A good presentation is a convincing one. It will answer the questions using a clear and logical argument, supported by facts from the case. It is not necessary to guess what the instructor thinks, and it is not necessary to use ideas from the lectures. It is only necessary to present a clear and compelling argument based on your own experience and logic, together with the facts as they are presented in the case.
- Please refrain from asking former students to provide you with verbal or written information about a “good” way to analyze the case. Any such attempt will result in a failing grade for the course, as well as additional sanctions.

Individual In-class assignments

On 2 occasions you will do individual written work, during class, for a grade. If you miss one or more of these classes, it is your responsibility to contact me and make up the work.

Grades

Group Work -- Case presentations (25%)

Individual work (75%)

6 Quizzes (15%)

Attendance and Participation in classroom discussion (15%)

In-class exercises (2 * 5% each = 10%)

Exam (35%)

Materials

You will be given these Harvard cases:

Moore Medical Corporation, case # 9-601-142

BMW AG: The Digital Car Project (A) #9-699-044

Rich-Con Steel, case # 9-699-133

Blogs at Dresdner Kleinwort Wasserstein (A) #9-606-072

Banking on Social Media (A), case #W14684

The Long Battle for an Instant Messaging Standard, case # SM-138

Volkswagen of America: Managing IT Priorities, case #9-606-003

There is no textbook.

Schedule

Class #	Date		Topic	Case (quiz for all, presentation for some) that is due this date	In-class Assignment?	Major question being discussed
1	5/1	Core	Functional ITL IT in Operations and Strategy (I)			Functional IT: What business applications should my company even consider?
2	12/1		Functional IT: IT in Operations and Strategy (II)	Moore Medical		
3	19/1		Functional IT: IT in Operations and Strategy (III)	BMW (A)		
4	26/1		Enterprise IT (I)	RichCon		Enterprise IT: Surviving the Implementation
5	2/2		Enterprise IT (II)		Yes	
6	9/2		Network IT	(i) Blogs at Dresdner Kleinwort Wasserstein; (ii) Banking on Social Media		Network IT: Role of Senior Management?
7	16/2	Extra	Platform Wars	The Long Battle - AOL Instant Messaging		Cooperate or Compete on standards?
8	23/2		IT Governance	Volkswagen	Yes	Who makes all these decisions, anyway?