University of Haifa
Faculty of Management
8150 (Green MBA) Computers and Information Systems
October 2018 – December 2018
Instructor: Dr. David Bodoff (dbodoff@univ.haifa.ac.il)

<u>**How to email your instructor:**</u> Write "Green MBA" in the subject header

Course Philosophy and Goals

The goal of the course is to enable a general manager to make "better" IT decisions. The course is geared toward aspiring CEO's, CIO's, and other senior managers. It covers important IT-related decisions facing top management. This course will *not* familiarize you with specific software programs that are currently on the market.

The method of learning is based on case studies. Using those cases, students *practice* making complex managerial decisions related to IT management.

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 6 case studies before class
b) A quiz on each case study
c) 1-2 case presentations, done in a group of 3 students
d) 2 exercises that are done in class
e) A final exam.
f) Participate in class

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)
- Every student must read every case.
- There will be a short quiz on every case.
- In addition, for each case, a few groups of students will be asked to prepare a 5-minute PPT presentation on the questions that I asked. Maximum 5 slides.

- Case study presentations must be done in groups of 3 people, which we will arrange on the first meeting.
- 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. And definitely don't use in your presentations any specific information about the case analyses that you may accidentally hear from previous students of the course. Any such attempt will result in a failing grade for the course, as well as additional sanctions.

More about Individual In-class assignments (item "d" above)
On 2 occasions you will do individual written work, during class, for a grade.

If you miss class
If you miss a quiz due to an excused absence (i.e. up to 2), you do not need to make it up. If you miss one or more of the in-class assignments, then you must contact me and make it up.

Grades
6 Quizzes (20%)
Attendance and Participation in classroom discussion (15%)
In-class exercises (2 * 5% each = 10%)
Exam (55%)

Materials
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
The Long Battle for an Instant Messaging Standard, case # SM-138
Volkswagen of America: Managing IT Priorities, case #9-606-003
The ITC eChoupal Initiative, case #9-604-016
There is no textbook.

החוג למנהל עסקים
Department of Business Administration

University of Haifa
אוניברסיטת חיפה
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הפקולטה לניהול
Faculty of Management

Schedule

Class #	Date	Topic	Readings (quiz for everyone, and case presentations for some) that are due this date	In-class Assignment?	Major question being discussed
1	19/10	Introduction			Introduction, and then
2	26/10	Functional IT (FIT) – IT in strategy and operations (I)	Moore Medical		Which functional business applications should my company even consider?
3	2/11	Functional IT (FIT) – IT in strategy and operations (II)	BMW (A)		
4	9/11	Enterprise IT (EIT)	RichCon	Yes	How to survive large implementations?
5	16/11	Network IT (NIT)			IT and corporate communication
6	23/11	IT Governance	VW	Yes	Who/How do IT decisions get made?
7	30/12	Networks and Standards	AOL Instant Messaging		Cooperate or Compete on standards?
8	7/12	Information Technology and Rural Development	ITC eChoupal		