University of Haifa
Department of Business Management
Computers and Information Systems
Winter 2019/2020 (Dec 31 – Feb 18)
Exam: February 24
MBA for Not-for-Profit
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 study. Every student takes every quiz
c) Present case studies, in a group of 3 students
d) 2 exercises that are done in class
e) A final exam
f) Participate in class discussions

Attendance requirements follow school policy. A schedule of ALL your assignments is found at the end of this syllabus.

More about Case Study Assignments (item 'c' above)
- Each week approximately 3 groups of students will make a 5-minute PPT presentation on the questions that I asked for that case. Maximum 5 slides.
- Guidelines: 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.

- Do not ask former students or otherwise collect information from previous cohorts 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 both of these classes, it is your responsibility to contact me and make up the work.

Grades
Group Work -- Case presentations (Pass required, but no grade)
Individual work (100%)
   5 Quizzes (15%)
   Attendance and Participation in classroom discussion (15%)
   In-class exercises (Pass required, but no grade)
   Exam (70%)

Materials
You will be given these Harvard cases:
        Moore Medical Corporation, case # 9-601-142
        Rich-Con Steel, case # 9-699-133
        Banking on Social Media (A), case #W14684
        Stars Air Ambulance, case #908E04
        The ITC eChoupal Initiative, case #9-604-016
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	20/12	Core	Functional IT: IT in Operations and Strategy (I)			Functional IT: What business applications should my company even consider?
2	27/12		Functional IT: IT in Operations and Strategy (II)	Moore Medical		
3	3/1		Functional IT: IT in Operations and Strategy (III)	BMW (A)		
4	10/1		Enterprise IT (I)	RichCon		Enterprise IT: Surviving the Implementation
5	17/1		Enterprise IT (II)		Yes	
6	24/1		Network IT	Banking on Social Media		Network IT: Role of Senior Management?
7	31/1	Extra	Platform Wars	The Long Battle - AOL Instant Messaging		Platforms – Join or Fight?
8	7/2		IT Governance	Volkswagen	Yes	Who makes all these decisions, anyway?