

University of La Verne
School of Business & Public Management
Managing Technology (BUS 615)
Spring Term, 2018

INSTRUCTOR: **David S. Kung, Ph.D.**
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PREREQUISITE:

None.

Objectives and Expected Outcomes:

This course is designed as a study of the management of information systems/information technology (IS/IT) in organizations. IT/IS have the potential in increasing personal and organizational productivity and in providing competitive advantages over competitors as they apply to business. The primary objective of the course is to familiarize students with current IS/IT and future trends, both in concept and practice, in various business environments so that students can use it in solving business problems, increasing productivity and deploying the competitive advantage opportunity. Specific innovative business models are also introduced. Major topics of the management of IS/IT are covered, including: IT organizational framework, strategic and operational issues, IT architecture, data management, intelligence systems, m-commerce, networks, security, Web 2.0, and online communities. International and ethical issues will also be covered.

At the end of the course, each student should be able to perform the following:

1. Understand current and future fundamental trends of IT.
2. Assess with appropriate frameworks impact of IT in various industries.
3. Evaluate data management practices in business computing and personal computing environments.
4. Assess the role of intelligence systems in business and personal computing environments.
5. Evaluate m-commerce future directions and impact to business.
6. Comprehend IT security issues and tactics.
7. Assess and comprehend the future role of online communities and Web 2.0 in business.

TEXTBOOK & COURSE MATERIALS:

No textbook is required. Books are available for references only. Reading materials will be provided by instructor and through research efforts of students.

LEARNING METHODOLOGY AND COURSE ACTIVITIES:

This is a course that utilizes the courseware Blackboard and the email system. A Blackboard account should have been set up for you. You can access that via www.laverne.edu. If you have any question(s), please email bbhelp@laverne.edu for assistance. The learning methodology used in this course consists of online lectures, online discussions, industry analysis, and topical research. The sequence of the course is separated into three categories: the first part will address strategic issues of IT and IT architectures; the second part will examine various specific technologies including Data Management and Intelligence Systems; the third part will discuss social networks, online communities, Web2.0 tools, and IT trends.

In each week, you will get instructions about the week's topics. The materials under "Content" are for you to review and for reference only. Students certainly can enhance the materials via their own online research. There will be overlaps from week to week depending on our discussions.

Industry/Topic Analysis:

Throughout the term, the current and future impact of Information Technology on various industries will be analyzed. Each student is to research about the specific industry/topic, preparing to share the findings with the rest of the class, and participate in the discussions. (40%)

Individual Discussion/Participation:

Each student is responsible to participate in the assignments provided by the instructor. This is done mainly via discussion forums in Blackboard. Discussion topics will be provided by the instructor each week. Individually, each student will be evaluated based on his/her contributions throughout the course. (40%)

Individual Learning Assessment:

Each student is responsible to submit a brief write-up(no more than two pages) on specific topics presented/discussed in the term. The purpose of this activity is to allow students to summarize/re-cap materials for the topics. Each student will post his/her write-up when it is due in Blackboard. Instructor will provide further details as we progress. (20%)

GRADING:	Individual Learning Assessments	20%
	Industry Analysis	40%
	Individual Discussion/Participation	40%

UNIVERSITY ACADEMIC POLICY AND HONESTY:

Please consult the current University catalog for University Mission and guidelines.

COURSE SCHEDULE:

Week 1 & 2: Introduction. IT Architecture. Cloud Computing.

IT Overview. Strategic Analysis. Business models.

Digital Transformation of Corporation.

Virtualization. Cloud Services. Digital Storage. SaaS (Software as a Service).

Industry Analysis 1: The Entertainment Industry(Music, movie, TV programming, publishing).

Week 3 & 4: Digital Convergence. Internet of Things.

Industry Analysis 2: Internet of Things. E.g. automobile industry.

Week 5 & 6 : Data Management. Intelligent Computing. Big Data. Business Analytics.

Data warehousing. Big Data.

Data mining, concepts and techniques.

Business Analytics applications in Marketing and Operations.

Artificial Intelligence.

Honda's Asimo. Toyota's robotic technology.

Industry Analysis 3: General Retailing. Clicks & Bricks vs. PurePlay model. Amazon vs. WalMart.

Week 7 : Internet Security. IT impact on jobs.

Information Security. Privacy and Ethical issues. The Gig Economy.

Week 8 & 9 : Web 2.0. Online Communities. Business Information Technology Trends.

Industry Analysis 4: Uber, AirBnB. Impact on transportation, hospitality. Uberization of all industries?

Week 10 : Re-cap of the course.