**MIS 782 Seminar 2: Module 1, week 3 (IT Portfolio Theory)**

We aim to apply the theories, frameworks and models taught in the unit through applying it to real-life cases. Seminar activities are indicative of what will be examined in the unit through assessments and exam!

**Seminar preparation**

Familiarize yourself with Amazon Go by looking at this case study: “Amazon Go: Disrupting retail?” (<https://journals.sagepub.com/doi/full/10.1177/2043886918819092>)

You may also find the below sources useful to get more insights about how Amazon Go utilizes information technologies and extract value from data?

<https://www.youtube.com/watch?v=NrmMk1Myrxc&feature=emb_logo>

<https://www.amazon.com/b?ie=UTF8&node=16008589011>

<https://one.amazon.com/>

**Instructions:** Please read the allocated case study and try to have a discussion in groups of three to four about the following questions. Each group will be assigned one question to answer that has to be presented in front of the class. It will be useful for each group to have a dedicated individual who will present/discuss the answer to the question.

**Case study related questions**

1. *Identify the various types of IT assets that Amazon uses for Amazon Go. Using IT portfolio theory classify them into IT classes (i.e., transactional, informational, infrastructural, and strategic).*
2. *Identify the business returns for these IT assets in the case.*
3. *Discuss what makes strategic IT investments of Amazon Go truly different. Do you think strategic IT investments may lose their value in time? If yes, how can Amazon Go protect its leading position in the market?*

**Assignment 1**

Spend the rest of the class discussing assignment 1. For this assignment, you will have to do some research on a case organisation. Have a class discussion on strategies how to go about gathering relevant research and then how to use those as evidence to support your argument.

**References**

Ives, B., Cossick, K., & Adams, D. (2019). Amazon Go: Disrupting retail?. *Journal of Information Technology Teaching Cases*, *9*(1), 2-12.

Weill, P., & Aral, S. (2006). Generating premium returns on your IT investments. *MIT Sloan Management Review*, *47*(2), 39.