Managing IT Resources

ITWS 4310 Section 1

Fall 2018

Week 12 Assignments

1. Monday November 12, 2018
   1. **Read** Chapter 9, "Social Media, Peer Production, and Leveraging the Crowd" in the Gallaugher Text prior to class on Nov 12
   2. **Read** Chapter 10, "The Sharing Economy, Collaborative Consumption, and Efficient Markets through Tech" in the Gallaugher Text prior to class on Nov 12
   3. **Read the Current Event Articles** posted on LMS prior to class on Nov 12
   4. **Prepare** for Quiz on Current Events & Chapters 9 & 10 from the Gallaugher Text
   5. **Work on Term Project**
2. **Thursday November 15, 2018**
   1. **Work on Term Project**
   2. **Read the Current Event Articles** posted on LMS prior to class on Nov 15
   3. Read and be prepared to discuss Chapter 11 in the Gallaugher Text, the Facebook Case.
   4. Study Facebook financials and the “Internet Services” industry and the “Technology Sector” financials at [www.reuters.com/finance](http://www.reuters.com/finance) or other financial information resources.
   5. Be prepared to discuss in class the following Case Study questions:
      1. What is the history of Facebook?
      2. In what businesses does Facebook compete?
      3. Who are Facebook’s competitors?
      4. What are major Facebook “Competitive Advantages”?
      5. How is Facebook using “Data and Analytics”, “Machine Learning” and “Artificial Intelligence” to gain “Competitive Advantage”?
      6. How is Facebook using the “Social Graph” to create and maintain “Competitive Advantage”?
      7. What are the advantages and disadvantages for Facebook of being a “Platform”?
      8. How do the Market Capitalization (recent value), Revenue (most recent year), Revenue Growth Rates (5 yr. growth rate), Gross Profit Margins (5 yr. avg.), Net Profit Margins (5 yr. avg.) and Stock Price Comparison for the Last 5 Years compare for Facebook, Alphabet/Google, Microsoft, Tencent Holdings (parent of QQ), and Amazon? See Financial Results at [www.reuters.com/finance](http://www.reuters.com/finance) and previous cases in this course.
   6. **Write a one to two page response to the following questions and submit it to the assignment link on LMS prior to class on November 8 (before 10am – hard deadline).**
      1. Facebook is competing with many of the largest and most successful companies in the world. Facebook must deal with differing regulatory environments in most of the countries of the world. Facebook must contend with changing social perceptions of privacy, security, and brand. Facebook has a little over 2 billion monthly users out of the world’s population of just under 8 billion persons.
      2. Write three short paragraphs describing three separate major challenges that must be overcome to increase their monthly users to 4 billion persons.
         1. Use both qualitative and quantitative arguments from the Case, the Gallaugher Text, class discussions, and Web research to support your answers.
         2. Use information from the case and outside research to support your answer to the question.
         3. Use concepts from the text to formulate your answer as needed.
         4. Incorporate your knowledge of the industry and the competitive situation. Show insight.
         5. Use professional English language, spelling, grammar, and referencing. Use the MLA citation format or equivalent. See RPI’s Center for Communications Practices at <http://www.ccp.rpi.edu/resources/> and the associated MLA citation page at <https://owl.english.purdue.edu/owl/resource/747/01/> .