Managing IT Resources

ITWS 4310 Section 1

Fall 2018

Week 14 Assignments

1. Monday November 26, 2018
   1. **Work on Term Project**
   2. **Read the Current Event Articles** posted on LMS prior to class on Nov 26
   3. Read and be prepared to discuss the “Cyber Breach at Target” case found in the HBR Coursepack.
   4. Study Target’s financials from the time period in the case and since 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 do you think of the cybersecurity organizational structure at Target? What were the strengths and weaknesses?
      2. What might have contributed to the lack of action on the FireEye alerts?
      3. What do you make of the fact that the CEO was not informed for three days after the FBI alert?
      4. Where were Target’s main missteps once they knew of the breach?
      5. What could Target have done better in the post-breach period?
      6. To what extent would the CEO be held accountable for the failure?
      7. To what extent would you hold Target’s board accountable for the company’s vulnerability?
      8. If you were a member of the Target board, what would you do in the wake of the breach? What changes would you advocate?
   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 26 (before 10am – hard deadline).**
      1. What is your diagnosis of the breach at Target—was Target particularly vulnerable or simply unlucky? Be sure to give examples and a full explanation to back up your opinion.
         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/> .
2. **Thursday November 29, 2018**
   1. **Work on Term Project**
   2. **Read the Current Event Articles** posted on LMS prior to class on Nov 29
   3. Read and be prepared to discuss the “Brand Activism at Starbucks – A Tall Order” case found in the HBR Coursepack.
   4. Study Starbucks’ 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 brand activism?
      2. Is all publicity good publicity?
      3. What are your personal thoughts on brand activism?
      4. What are consumers' thoughts on brand activism?
      5. Should companies even be involved in brand activism?
         1. How does brand activism impact a companies' stakeholders?
      6. Identify two other brand activism campaigns that were successful.
         1. What are the details?
         2. What made them successful?
      7. Identify two other brand activism campaigns that were unsuccessful.
         1. What are the details?
         2. What made them unsuccessful?
   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 29 (before 10am – hard deadline).**
      1. Develop a line of questions companies should ask themselves to help determine if a brand activism campaign should be pursued for a cause. Be sure to explain what the purpose of each question is and how the answer impacts the companies’ decision to/not to move forward with the brand activism campaign.
      2. Using your questions/guidelines for the basis of your argument, advise Johnson on the next brand activism campaign Starbucks should pursue, if any. Why/why not?
         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/> .