

# Information Technology in Business and Society - Introduction

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# Today

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## First half: WELCOME!

- **What are we going to cover?**
- **Some ground rules to ensure smooth sailing**
- **Who is this person talking to us? / Who are you?**

## Second half:

- **Value of IT**

# Information Technology

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the development, maintenance, and use of computer systems, software, and networks for **the processing and distribution of data**

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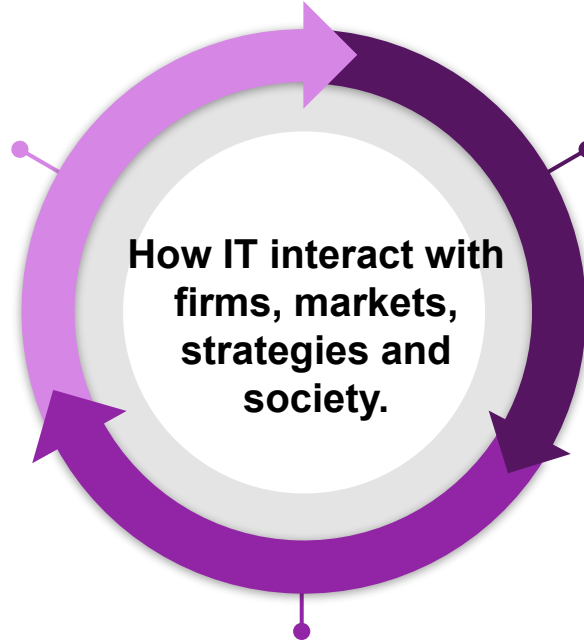
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# Information Technology

## Module II: IT Disruption

- Emerging techs.
- How does IT changes the business and social world?



## Introduction: Value of IT

- Conceptualizing IT's roles in organizations.

## Module I: IT Management

- How to properly developing and managing IT projects or vendors?

# Three Modules

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## Introduction

- Role of IT in diverse organizations
- Core model for conceptualizing IT in business

Tech Foundation

## IT Management

- IT acquisition and implementation practices
- IT sourcing strategies
- IT related risks

Database

## IT Disruption

- Social media
- Mobile computing
- Big data, analytics, etc.

Internet,  
PageRank algo.



# Course Objectives

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- Outcomes

- Articulate the key components of IT systems, their development process and governance process;
- Analyze and manage the value and risks of a diverse portfolio of IT projects and programs.
- Apply analytical frameworks to conceptualize and create strategies in real-life cases.
- Assess emerging IT trends and evaluate their impact on business and society.
- Understand the logics of several fundamental technologies.

# Logistics

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**Meeting Time:** 07/07/2022 - 08/16/2022 Tue, Thu 9.00 AM - 12.10 PM, ONLINE (12 sessions in total)

**Zoom etiquette:** Synchronous attendance is required. Please keep your camera on.

- Join the Zoom class 10 minutes before class starts.
- Check your camera and lighting in advance.
- Leave your video on throughout the class for maximum class engagement.
- Manage extraneous noise by putting yourself on “mute” when not speaking.
- Turn off all computer notifications.
- Give your fullest attention to your colleagues.

# Logistics

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## **Brightspace:**

- Updated constantly.
- Almost everything you need is posted there.
- Please check your email or Brightspace at least once a day!
- Book office hours. Fill out End-of-class memo. Submit assignments.

# Class Evaluation

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Component	Weight
Class contribution	25%
Pre-class analysis	15%
In-class presentation	10%
Midterm exam	25%
Final exam	25%
<b>Total</b>	<b>100%</b>

# Class Contribution

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In-class contribution to discussions is critical. A significant part of learning takes place during class.

- Evaluation
  - 3 Outstanding: Contribution adds high value to the discussion. Proposing creative and reasonable ideas. Offer deep analytical insights. Integrate learning across sessions.
  - 2 Good: Advances the flow of the discussion, responding.
  - 1 Unsatisfactory: Not being here. Obviously distracted. Aggressive behaviors.

# Pre-class analysis

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There'll be two. One one-page report.

- Components
  - Summary of the key messages
  - Discussion of your decision and reasoning
  - Observations, suggestions, thoughts, and comments
- Criteria
  - Synthesizing key points; well-reasoned, structured analysis and ideas 1.0
  - Identifying most key points; some reasonable analysis and ideas 0.8
  - Mostly quoting existing text for the synthesis and analysis 0.5
  - Casual analysis that misses key information but identifies relevant facts 0.3
- Creative solutions, bridging learning across sessions are encouraged.
- Class: please feel free to share your analysis with classmates during discussions.

# In-class presentation

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- Please conduct independent research on an innovative digital technology or service, and give a brief presentation starting the week starting July 28th.
- Each student is expected to create three slides:
  - Slide 1: **Introduction** of the IT initiative or innovation;
  - Slide 2: An **analysis** of the business and/or social impact of the innovation;
  - Slide 3: including any additional information that you'd like to share with class.
  - A title slide could be included as well.
- Please submit your slides by **midnight on July 27th**. During the class, each student will have 2.5 minutes to present.

# Exams

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- Open-book, about 1.5 hr's long, will be taken remotely.
- Midterm is on July 26th.
- Final is on August 16th.
  - Final is cumulative.

\* Look at the schedule.



# Your Turn

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- Name, background / Career?
- Why this course? / What do you expect from me? / One thing you want to take away from this course?
- A piece of info about yourself outside academic life. Summer plan?