Objective:
The objective of the course is to review the various aspects of information technology and their impact on business. Our focus will be the strategic impact of information and communication technology on the business.

Pedagogical methods:
As a distance learning course, much will depend on your motivation to keep up the reading and be punctual in submitting assignments. We will use electronic means to discuss the materials and you will be expected to participate in the discussions.

Tips for Case Analysis:
In your analysis of cases, you should:
1. focus on the key issues, salient points;
2. provide your analysis of the issues using the concepts from the course;
3. take a position and justify your position.

Final Exam:
The final exam will consist of a case of a particular company.

In this assignment, you have to analyze how Internet technology has affected the company in terms of its operation. The areas to be examined are:

- Nature of the competition and how it has changed due to changes in technology
- Evolution of product lines
- Behavior of its customers in terms of their expectations and preferences
- Cost structure
Strategies followed by the company to keep pace with the technological developments
International aspects of the implications of technology
Government regulations: Changes and trends.

The above points are for general guidelines only.

Grading
Grading will be based on the following:

- Written Case Analysis: 50%
- Term project: 30%
- Class Participation: 20%

Materials to be used in the class

Reference Books:

Readings: (Please note that the Harvard Business Review articles need to be purchased at the NJIT Bookstore).
4. Adding clicks to Bricks—Tim Eduard Consulting Management December 2001
5. Dotcoms after the storm- John P. Langan Association Management Sept 2001
6. Round one knock-out—Stan Draenos Upside July 2001
14. Who will benefit from on line insurance market; Property Casualty/Risk & Benefit Management August 14 2000

Cases:
1. Open Market Inc. Harvard Business School Case # 9-196-097
2. Dell Online Harvard Business School case # 9-598-116
3. ISTEEL-ASIA- Harvard Business School Case #HKU 114
There are nine modules in this course. You go through these modules at your own pace. Please post your questions, comments and related issues. You will be evaluated on your participation. I have also provided the assignments of cases and the due dates for written analysis of these cases. Each analysis should be three pages or so in length. Use the tips that I have given you as guidelines for analyzing these cases. You must follow the NJIT Honor code and testify that all work submitted are your own.

SCHEDULE

Module 1 Introduction of the course and objectives Information & Communication Technology in Business (Reference Don Tapscott’s book


Module 3 Security, Payment systems and reshaping of key industries Customer Asset Management Read: Value Network

Module 4 E-Commerce Strategies Read Adding Clicks to Bricks Judo Strategy Reuter Report: Best Practice Online Strategies
Module 5  E-Commerce in Financial Sector
Read: Reuter Report: New Entrants in European Financial Market
E-Finance Business Models Evolving
Who will profit from online insurance

Module 6  Banking & E-Commerce
Read: Positioned to change
Round one Knockout

Module 7  Global Issues
Read: Reuters Report Dot.Com Life Cycles

Module 8  Intellectual Property Issues
Read: Digital Rights Management
Intellectual Capital and Law in the Digital Environment
Developing Business Process Patents

Module 9  Who owns information? Societal issues
Information inequality: Digital divide

CASE ASSIGNMENT DUE DATES

Open Market Inc. Harvard Business School Case # 9-196-097  September 14
Dell Online  Harvard Business School case # 9-598-116  September 21
GE: Digital Revolution Harvard Business School Case  September 28
ISTEEL-ASIA-  Harvard Business School Case #HKU 114  October 5
DUCATI  INSEAD CASE  October 12
ING Bank  October 19
WR HAMBRECHT Harvard Business School Case #9-200-019  October 26
ECOVERAGE-ONLINE INSURANCE –  Harvard Business School Case# 9-400-081  November 2
Covisint Case HKU 205  November 9
MUSIC INTERNET INSEAD CASE  November 16
PROJECT

PROPOSAL DUE
October 12

FINAL PROJECT DUE
December 7