ADMI 6510. Decision Making

First Semester 2015-16

Textbook: Gallaugher , John. Information Systems: A Manager's Guide to Harnessing Technology, v. 3.0
eISBN: 978-1-4533-4580-1

https://students.flatworldknowledge.com/course/2332375

	Topic	Readings
Aug 18	• Introduction to Management Information Systems; • The Challenges of Managing Information Systems and Technology	http://myweb.ncku.edu.tw/~wtwang/course-MIS/week2.pdf
Aug 25	• IT Infrastructure and Platforms • Strategic Information Systems Plan - IT Strategy and Organization Strategy	Gallaugher: Chapter 1- Setting the stage: Technology and the Modern Enterprise Chapter 2 - Strategy and Technology: Concepts and Frameworks for Understanding What Separates Winners from Losers Chapter 3 - Zara: Fast Fashion from Savvy Systems Video: http://www.youtube.com/watch?v=EbMoYFgB9tU Chapter 5. Moore's Law and More: Fast, Cheap Computing, Disruptive Innovation, and What This Means for the Manager
Sep 1	• Information Systems in Global Business Today - How Business Use Information Systems • Enterprise Systems • Achieving Competitive Advantage with IT/IS - The Value of Information Systems and Information Technology	Gallaugher Chapter 11 - Understanding Software: A Primer for Managers Section 11.3 - Application Software Prasad Bingi; Maneesh K. Sharma and Jayanth K. Godla. Critical Issues Affecting an ERP Implementation. Harvard Business Review. Foss, Bryan, Stone M., Ekinci, Y.. What makes for CRM system success — Or failure?. Journal of Database Marketing & Customer Strategy Management. Mar2008, Vol. 15 Issue 2, p68-78. 11p. 1 Ghani, Khurram. Integration of Supply Chain

		Management with Internet and Enterprise Resource Planning (ERP) Systems: Case Study. Global Business & Management Research. 2009, Vol. 1 Issue 3/4, p97-104. 8p. 2 Diagrams.
Sep 8	• Foundations of Business Intelligence - Databases and Information Management; Data Warehouses, Analytics • Knowledge Management - Enhancing Decision Making	Gallaugher Chapter 13 The Data Asset: Databases, Business Intelligence, Analytics, Big Data and Competitive Advantage Solomon Negash. Business Intelligence. Communications of the Association for Information Systems (Volume13, 2004) 177-195 (en Blackboard) McAfee, Andrew; Brynjolfsson, Erik. Big Data: The Management Revolution. HBR October 2012. pp61-68. (en Blackboard)
Sep 15	• Electronic Commerce & Enterprise Applications: Global E-Business - How Businesses Use Information Systems for E-Commerce • Mobile Applications • Collaboration & Social Networks	Gallaugher: Chapter 4 - Netflix in Two Acts: The Making of an E-commerce Giant and the Uncertain Future of Atoms to Bits Chapter 6 – Amazon: An Empire Stretching from cardboard Box to Kindle to Cloud Chapter 7 - Understanding Network Effects Chapter 8 – Social Media, Peer Production, and Web 2.0 Chapter 9 – The sharing Economy, Collaborative Consumption, and Creating More Efficient Markets through Technology Facebook: Building a Business from the Social Graph http://www.digitalenterprise.org/index.html
Sep 22	• Building IS - Information Technology Acquisition, Vendor Relationships and Contract Negotiation, Information Asset Controls, IT Outsourcing, Cloud Computing, SAAS	Gallaugher: Chapter 11 - Understanding Software: A Primer for Managers Chapter 12 - Software in Flux: Open Source, Cloud, and Virtualized and App-driven Shifts
Sep 29	• Organization and IT Security Management Processes, Data Center Management, Disaster Planning, (Business Continuity Planning)	Gallaugher Chapter 15 - Information Security: Barbarians at the Gateway (and Just About Everywhere Else) http://www.comp-soln.com/BCP_whitepaper.pdf
Oct 6	**Monday classes meet**	
Oct 13	**Test 1**	