

EMBA IS: Information Technology and Business Value

36Date	36Time	Class Number	Topic	Recommended Reading	Required Reading (Source)	Written Assignment Due
18-Jan	12:40-3:20	1-1	Course Introduction: IT Value and IT Management	NONE	Learning By the Case Method 9-376-241 (HBS)	
19-Jan	10:50-1:30	1-2	IT Value: Information as a Product	Blackboard	Versioning (HBR)	Encyclopaedia Britannica Case (HBS)
1-Feb	12:40-3:20	2-3	Information Technology 101	NONE	IT Doesn't Matter (plus responses) (HBR)	NONE
2-Feb	10:50-1:30	2-4	IT Value: Information Standards and Network Goods I	Blackboard	Strategies for Two-sided Markets (HBR)	Adobe Case (HBS)
9-Feb	#REF!					PayPal Case (Stanford) via email
15-Feb	9:00-11:40	3-5	IT Value: Network Goods II and Electronic Exchange	Blackboard	Susan B. Anthony Dollar (JMCB)	
16-Feb	2:30-5:10	3-6	IT Value: Information Customized Products	Blackboard (especially CapitalOne2001)	Network Externalities in Microcomputer Software (MS)	1. Capital One Case (HBS-Stanford 2007) 2. IT Innovation Term Project Topic Due (checkpoint)
23-Feb	#REF!					Schwab Case (Stanford) via email
29-Feb	3:30-6:10	4-7	Information Technology Adoption I of II	Blackboard	1. Disruptive Technologies (HBR); 2. Organizational Technology Adoption (SMR)	
1-Mar	10:50-1:30	4-8	Information Technology Adoption II of II	Blackboard	1. Assimilation of Software Process Innovations (MS) 2. Illusory Diffusion of Innovations (ISR)	1. Travelers Insurance Case (MIT) 2. IT Innovation Term Project Outline Due (checkpoint)
7-Mar	12:40-3:20	5-9	MID-TERM EXAM	NONE	NONE	IT Innovation Term Project Topic Late Approval Due (checkpoint)
8-Mar	10:50-1:30	5-10	Information Rights and Privacy I	Blackboard	DoubleClick news articles (WSJ)	DoubleClick Case (HBS-UWO)
28-Mar	9:00-11:40	6-11	Information Rights and Privacy II <i>Guest speaker: Jeremy Mishkin, Esq. MMWR</i>	TBA	TBA	NONE
29-Mar	2:30-5:10	6-12	Implementation and Risk Management	Blackboard	TBA	OnStar Case (HBS)
11-Apr	12:40-3:20	7-13	IT Innovation Project Presentations	NONE	NONE	IT Innovation Term Project Due
12-Apr	10:50-1:30	7-14	IT Innovation Project Presentations	NONE	NONE	NONE