FISHER
COLLEGE OF BUSINESS

The Ohio State University Fisher College of Business
AMIS 4670: IT Planning and Management (Sections 4752 and 4672)
Course Syllabus -- Spring 2021
Section 4752 -- Independence Hall #100
Section 4672 -- Conducted Virtually

This syllabus is <u>SUBJECT TO CHANGE</u>—changes will be posted on Canvas and announced in class.

Questions concerning any of the following topics or lectures should be directed to the instructors noted for those topics or lectures.

* Submissions are due at 5pm on the day <u>before</u> the listed class in which they will be discussed unless otherwise indicated..

Class Syllabus - As of 011121

Date	Topical Coverage	Reading	Submission Due*
Mon 1/11	Course Introduction		
Wed 1/13	Introduction to Organizational Structures Introduction to Professional Writing		
	Module One - Assessing The Landscape		
Fri 1/15	Looking Out To The Horizon Intro to Individual Assignment #1	"Preparing For The 15-Year Future"; Thornton May; Computerworld, 3/6/2017	
Mon 1/18	Martin Luther King Day *(NO CLASSES TODAY)*		
Wed 1/20	Top Ten Business Issues and Influencing Trends		Ind. Assignment One Due Date
Fri 1/22	The Challenges Of Digital Readiness		
Mon 1/25	Assessing Digital Readiness		
Wed 1/27	Understanding Organizational Maturity	HBP, "Managing The Four Stages of Growth", Gibson & Nolan	

Fri 1/29	Understanding Mental Models	HBP Case; Royal Caribbean Cruises Ltd."; McFarlan and Massoni; 2003	
Mon 2/1	Understanding Customer Centricity (including Social and Mobile		
	Module Two - Planning For The Route Ahead		
Wed 2/3	The Future of Work and The Workplace		
Fri 2/5	IT Strategy and Planning Intro to Individual Assignment 2 Intro to Team Assignment 1	YouTube Video: "Make the competition irrelevant: BLUE OCEAN STRATEGY" by W.C. Kim and R. Mauborgne HBP, "Strategic Intent", Hamel and Prahalad 1989 HBP, "Understanding Industry Structure", Porter 2007 HBP, "What is Strategy?", Porter HBP, "What Is Strategy, Again?", Ovans 2015	
Mon 2/8	Branding, Marketing and Influence		Ind. Assignment Two Due Date
Wed 2/10	Balancing Resources and Needs; including Program/Project Management (Day One)	"Don't Outsource Program Management"; Computerworld; 1/16/2006	
Fri 2/12	**Team Presentations – RCCL**		Team Project #1
Mon 2/15	Balancing Resources and Needs; including Program/Project Management (Day One) Intro. To Ind. Assignment 3		
Wed 2/17	Assessing Performance	HBP, "The Balanced Scorecard; Measures That Drive Performance"; Nolan and Kaplan, 2005 HBP, "Using the Balanced Scorecard as a Strategic Management System", Nolan and Kaplan, 2007	
Fri 2/19	Managing Risk and Uncertainty Intro to Individual Assignment 3		Ind. Assignment #3 Due Date
Mon 2/22	Architectures and Frameworks (including ERP) Introduction of Team Assignment #2	HBP; "Mastering The Three Worlds Of IT"; McAfee; 2006 HBP; "Radically Simple IT"; Upton and Staats; 2008	

	Module Three - Preparing Yourself For The Journey		
Wed 2/24	*(NO CLASSES TODAY)*		
Fri 2/26	*Exam / Quiz #1 Covering Modules One and Two*		
Mon 3/1	Review of Exam/Quiz #1 Guest Speaker: *Mr. Mike Anderson; Enterprise Project Director; The Ohio State University (OCIO)*		
Wed 3/3	Change Management Financial Management		
Fri 3/5	**Team Presentations – Workday** Intro to Team Assignment #3		Team Project #2
Mon 3/8	Systems Implementation (Day One)		
Wed 3/10	Systems Implementation (Day Two)		
Fri 3/12	**Team Presentations – ERP Chaos**		Team Project #3
Mon 3/15	Systems Reliability and Security (Day One)	CMR; "Governing Information Technology Risk"; Parent and Reich	
Wed 3/17	Systems Reliability and Security (Day Two)		
Fri 3/19	Internal Controls		
Mon 3/22	*Exam / Quiz #2 Covering Modules Three*		
	Module Four - Future Roles and Responsibilities		
Wed 3/24	Review of Exam/Quiz #2 Analytics and Data Management (Day One)	HBP; "Competing On Analytics"; Davenport; 1998 HBR Blog; "What Executives Don't Understand About Big Data"; Schrage, 2012 HBR Blog; "The Real Reason Organizations Resist Analytics"; Schrage, 2013	

Fri 3/26	Analytics and Data Management (Day Two) Intro. To Ind. Assignment #4		
Mon 3/29	Analytics and Data Management Guest Speaker: ***Mr. Dave Cherry; Principal, Cherry Advisory***		
Wed 3/31	***(NO CLASSES TODAY)***		
Fri 4/2	Cloud and Other Game-Changing Technologies	HBR; "What Every CEO Needs To Know About The Cloud"; McAfee, 2011 HBR Blog; "Don't Get Stuck In The Cloud" HBR Blog; "The Truth About Cloud Economics"	Ind. Assignment #4 Due Date
Mon 4/5	People and Cultures The Future Of Leadership	HBP; "What Makes A Leader"; Goleman, 2004	
Wed 4/7	Navigating Within The Global Playing Field		
Fri 4/9	Re-Visiting Emerging Top Trends and Influencers		
	Module Five - Looking To The Future		
Mon 4/12	Vendor Management and Customer-Centric Supply Chains	HBR Blog; "What Do Your Customers Want To Become?"; Schrage, 2012 HBR Blog; "Don't Confuse Engagement With User Experience"; Schrage, 2012 "What CIOs Need From Suppliers"; <u>Computerworld</u>; 2/10/2003 "Outsourcing; First Ask Why?"; <u>Computerworld</u>; 11/8/2004	
Wed 4/14	Influencing Technology Adoption	HBP; "Meeting The Challenge Of Disruptive Change"; Christensen and Overdorf, 2000 HBP; "Leading Change; Why Transformation Efforts Fail"; Kotter	
Fri 4/16	Managing Innovation	HBP; "Innovation; The Classic Traps"; Kanter, 2006 HBR Blog; "Should You Bribe Your Colleagues To Innovate With You?"; Schrage, 2012 HBP: "Darwin and The Demon, Innovating Within Established Enterprises; Geoffrey	

		Moore, 2004	
Mon 4/19	Future of IT and the IT Organization	"'Future' As A Verb", Computerworld 7/16/2012 "Is The Future Knowable", Computerworld 4/8/2013	
Wed 4/21	Topic TBA		
Fri 4/23	*Final Day Of Class* *Final Exam - Quiz #3 -- Covering Modules Four and Five*		