

University of Tehran
School of Electrical and Computer Engineering

Course:	8101607 –Management in Information Technology									
Course type:	EE*						CE*			Credit: 3
	Com	E	P	B	Con	D	SW	HW	IT	
	Required	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Elective	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Level:	Undergraduate <input type="checkbox"/> Graduate <input checked="" type="checkbox"/>									
Co-requisite(s):										
Prerequisite(s):	None.									
Prerequisite by topic:										
Textbook(s):	<p>[1] J. Liebenau and J. Backhouse, "Understanding information: an introduction," 1990.</p> <p>[2] A. Slywotzky and D. Morrison, "Becoming a digital business:-it's not about technology," <i>Strategy & Leadership</i>, vol. 29, pp. 4-9, 2001</p> <p>[3] T. Kippenberger, "Don't go it alone in the digital economy," <i>Antidote, The</i>, vol. 5, pp. 24-27, 2000.</p> <p>[4] welcome to a virtual world e-commerce is only one aspect of a wider revolution</p> <p>[5] M. J. Earl, "The new and the old of business process redesign," <i>The Journal of Strategic Information Systems</i>, vol. 3, pp. 5-22, 1994.</p> <p>[6] M. E. Porter, "Strategy and the Internet," <i>Harvard business review</i>, vol. 79, pp. 62-79, 2001.</p> <p>[7] K. Kalaignanam, T. Kushwaha, and P. Varadarajan, "Marketing operations efficiency and the Internet: An organizing framework," <i>Journal of Business Research</i>, vol. 61, pp. 300-308, 2008.</p> <p>[8] B. A. Jain, N. Jayaraman, and O. Kini, "The Path-to-profitability of Internet IPO firms," <i>Journal of Business Venturing</i>, vol. 23, pp. 165-194, 2008.</p> <p>[9] S. C. Shih and H. J. Wen, "E-enterprise security management life cycle," <i>Information management & computer security</i>, vol. 13, pp. 121-134, 2005.</p> <p>[10] G. L. Urban, C. Amyx, and A. Lorenzon, "Online trust: state of the art, new frontiers, and research potential," <i>Journal of Interactive Marketing</i>, vol. 23, pp. 179-190, 2009.</p> <p>[11] A. Beldad, M. De Jong, and M. Steehouder, "How shall I trust the faceless and the intangible? A literature review on the</p>									

	<p>antecedents of online trust," <i>Computers in Human Behavior</i>, vol. 26, pp. 857-869.</p> <p>[12] J. Marin and A. Poulter, "Dissemination of competitive intelligence," <i>Journal of Information Science</i>, vol. 30, p. 165, 2004.</p> <p>[13] D. D. Phan and D. R. Vogel, "A model of customer relationship management and business intelligence systems for catalogue and online retailers," <i>Information & Management</i>, vol. 47, pp. 69-77.</p> <p>[14] R. Gulati and J. Garino, "Get the right mix of bricks & clicks," <i>Harvard business review</i>, vol. 78, p. 107, 2000.</p> <p>[15] A. Enders and T. Jelassi, "The converging business models of Internet and bricks-and-mortar retailers," <i>European Management Journal</i>, vol. 18, pp. 542-550, 2000.</p> <p>[16] Matthias Schu and Dirk Morschett, "Foreign market selection of online retailers - A path-dependent perspective on influence factors" <i>International Business Review</i>, vol. 26, pp. 710–723, 2017.</p> <p>[17] Sabine Kuestera, Elisa Konya-Baumbacha and Monika C.Schuhmacherb, "Get the show on the road: Go-to-market strategies for e-innovations of startups," <i>Journal of Business Research</i> vol. 83, pp. 65-81, 2018.</p>
Coordinator:	Taghiyareh , Associate Professor, School of ECE
Goals:	<ul style="list-style-type: none"> • To cover the necessary basic concepts of business management in relation to IT. • To instill skills and comfort in decision making around IT project management. • To provide frameworks, tools and skills and comfort in the understanding and use of IT in business, from the point of view of an IT manager. • To review the lessons that can be learned from pitfalls and triumphs of information technology projects.
Outcome:	<p>Upon successful completion of the course, students will be able:</p> <p>[1] To understand and be able to use frameworks and tools relating to the strategic and operational use of IT in business.</p> <p>[2] To determine the objective for e-BPR for different organizations.</p> <p>[3] To understand and analyze the effect of IT in different fields such as business, economy, strategy development.</p> <p>[4] To start up an IT-centered business.</p>
Topics:	<ul style="list-style-type: none"> • System theory and IT (General system theory, Communication, Information Technology and Cybernetic, Semiotic theory, Pragmatics, Semantics, Syntactic and Empirics, IT Framework, Internet, Function vs. Process, The future of system theory, Introduction to ITIL) • Business Process Redesign (BPR) (Function vs. Process oriented re-engineering, Hostile assumption, Methodology for BPR, Principles and tactics)

	<ul style="list-style-type: none"> • Innovative e-Strategy and the internet (E-strategy framework, Business Transformation: From Physical To Digital, Formulating an e-strategy, Implementing an e-strategy) • IT-Fighting (BI, CI, Lead to CRM) • Security & Trust (Security concerns, E-enterprise security management, Trust – Security – Privacy, Online trust) • IT-Enabled Frameworks (COBiT)
Computer usage:	
Assignments:	7 to 10 homework assignments (Paper reviews, Presentation, Writing analytical essays)
Projects:	This course has a class project in which all the student must participate. The project should select from one of IT national scale projects run in Iran, students must analyze the project based on the course topics.
Grading:	Assignments: 20 % Projects: 20 % Quizzes: 10 % Midterm exams: 0% Final exam: 50 %
Further readings:	[1] T. H. Davenport and J. E. Short, " the new industrial engineering Information technology and business process redesign," <i>Solan management review</i> [2] M. Venkatraman and J. C. Henderson, "Real strategies for virtual organizing," <i>Sloan management review</i> , vol. 40, pp. 33-48, 1998. [3] N. Venkatraman, "Five steps to a dot-com strategy: How to find your footing on the Web," <i>Sloan management review</i> , vol. 41, pp. 15-28, 2000. [4] A. Armstrong and J. Hagel III, "The real value of on-line communities," <i>Harvard business review</i> , vol. 74, pp. 134-141, 1996. [5] M. Z. Elbashir, P. A. Collier, and M. J. Davern, "Measuring the effects of business intelligence systems: The relationship between business process and organizational performance," <i>International Journal of Accounting Information Systems</i> , vol. 9, pp. 135-153, 2008.
Prepared by:	Fattaneh Taghiyareh
Date:	1396/09/15

*EE: Electrical Engineering		CE: Computer Engineering	
Com	Communications	SW	Software
E	Electronics	HW	Hardware
P	Power	IT	Information Technology
B	Bioelectronics		
Con	Control		
D	Digital System		