Course Title: Information Technology and Business Innovation  
Course Coordinator: Prof. Sanjiv D. Vaidya

Course Background and Objectives:

Please note the following:

1. This course will not involve many sessions by corporate executives. The instructor attempts to build upon his own experience in different organizations to bring out various practical aspects of managing innovations.

2. This course has another course, viz., Management Information Systems: the Strategic Dimension, as pre-requisite at IIM Calcutta. This course involves the following topics:

   a. Introduction to the discipline of MIS
      i. Need for studying the discipline of MIS
      ii. A 7-block structure for the MIS Discipline
      iii. Rationale for the proposed structure

   b. Planning of Information Systems:
      i. Need for planning IS strategically
         - Commonly deployed approaches to IS/IT Planning in organizations
         - Pitfalls in the above approaches
      ii. Different approaches for identifying critical areas of a business where formal IS are required to be implemented. These approaches (with their application for strategic planning for IT applications) involve the Critical Success Factors approach, the Value Chain Analysis approach, Gap Analysis and System Audit Matrix analysis. The course also involves a brief discussion on the Inside-out Innovation approach for IS/IT Strategy Formulation.
      iii. Derivation of IT applications plan from the above – implications for the same for IT Investments

Please note that students desirous of registering for this course must have had exposure to the above topics, with reference to strategic planning for IS/IT resources.

Session Plan:

<table>
<thead>
<tr>
<th>Session No</th>
<th>Learning Objectives*</th>
<th>Session Details</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>Introduction to the course</td>
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<tr>
<td>2-8</td>
<td>4,5</td>
<td>Introduction to the concept of Innovation, discussions on Management of Organizational Innovation and the potential role of information technology</td>
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<tr>
<td>Session No</td>
<td>Learning Objectives*</td>
<td>Session Details</td>
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<td>9-14</td>
<td>4,5</td>
<td>IT and Innovation at the Strategic Level</td>
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<td>14-16</td>
<td>4,5</td>
<td>IT Innovations and their impact on Organizational Structure and Culture</td>
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<td>17-19</td>
<td>4,5</td>
<td>IT and Process Innovation – Discussion on Incremental Process Innovation and Process Reengineering</td>
</tr>
<tr>
<td>20</td>
<td>4,5</td>
<td>IT and Organizational Innovation: An Integrative View</td>
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</tbody>
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Note:* The numbers in the Learning Objectives column represent;
1) Internationalism
2) Business Embeddedness
3) Responsible Citizenship
4) Reflective Critical Thinking
5) Comprehensive Leadership

**Reading Material:**

**Select Texts/References**

3. The Information Archipelago: Plotting a Course by McFarlan et. al., HBR.
5. Information Technology for Management by Henry Lucas, TMH.
6. New Worlds of Computer Mediated Work by Shoshana Zuboff, HBR.

**Evaluation Scheme:**

The evaluation will be through a mix of Case assignments, mid term and/or end term examinations and a team project.