

**Georgetown University
Clarendon Campus
MPTM 631-01 – E-Business Technology Trends**

Instructor Information

Name: Lisa Schlosser
Phone: 703-963-2247
Email: lschlosser@gmail.com

Course Website:
Office Hours: By Appointment
Classroom: 233 Clarendon Campus

Course Information

Semester: Fall 2009
Semester dates: September 3, 2009-December 3, 2009
Class time: Thursday, 6:30-8:30 pm

Note: Syllabus modification notation: In rare instances, the syllabus might need to be altered, and the professor retains the right to do so. In those instances, the professor will give notice of those changes to the class in a timely manner.

Course Description

Effective corporate E-Business strategies demand on an in-depth understanding of the various technology solutions that enable electronic business. In this course, you'll examine how emerging trends—in social media, telecommunications, search engines, security, portals, websites and user interface design, electronic payment systems, e-publishing, digital search features, mobile commerce, and pervasive computing—impact industry, corporate strategy, and competitive dynamics, and create organizational efficiencies. Specific topics covered include: Web 2.0/Social Media, Service Oriented Architecture, Cloud Computing, and Open Source Software.

Materials

1. Casarez, Vince, Cripe, Billy, Sini, Jean, and Weckerly, Philipp. Reshaping Your Business with Web 2.0: Using New Social Technologies to Lead Business Transformation. The McGraw-Hill Companies, 2009.
2. Li, Charlene, and Bernoff, Josh. Groundswell: Winning in a World Transformed by Social Technologies. Forrester Research, Inc., 2009.
3. Noveck, Beth Simone, Wiki Government – How Technology Can Make Government Better, Democracy Stronger, and Citizens More Powerful. Brookings Institution Press, 2009.

Prerequisites

None

Outcomes and Objectives

After completing the course, students will be able to:

1. Realize how emerging trends in E-business impact industry, corporate strategy, and competitive dynamics
2. Understand how to evaluate current tools and resources available, and how to capitalize on these emerging technologies/capabilities to create business efficiencies
3. Understand the principal factors that determine the success or failure of E-business initiatives
4. Understand security and privacy issues associated with E-business
5. Understand various E-Business communication, marketing, and integration strategies

Content Outline

Date	Subject	*Readings
Sep 3	Introduction, Review of Syllabus, Group Assignments, History of E-Business	Scan www.wikipedia.org and Review e-Business, Social Media, Information Technology Management, and Web 2.0 Definitions
Sep 10	E-Business: Impact on Industry, Corporate Strategy, and Competitive Dynamics	#1- Web 2.0 -Chapter 1, 2 #2- Groundswell - Chapter 1, 2
Sep 17	E-Business Technology Solutions (Enterprise Resource, Enterprise Collaboration, E-Commerce)	None
Sep 24	Overview of Technology Trends and Tools (Web 2.0/Social Media, Search)	#1- Web 2.0 -Chapter 5-7 #2- Groundswell -Chapter 3
Oct 1	Management and the Use of Social Media –Case Studies	#1- Web 2.0 -Chapters 1-4 #2- Groundswell -Chapter s 4-9 #3- Wiki Gov -Chapter 1,5,8
Oct 8	Operating in the Cloud-Trends in Networks, Software, and Hardware	None
Oct 15	Open Government – Trends in Government Technology – Guest Speaker: Beth Simone Noveck, Author of Wiki Government	#3- Wiki Gov -Chapter 2,4,6,7
Oct 22	Enabling E-Business – Trends in Cyber Security and Privacy – Guest Speaker: Allan Paller, Founder, SANS Institute	#1- Web 2.0 -Chapter 8
Oct 29	E-Business – Leadership, Communication, and Technology Integration	#1- Web 2.0 -Chapter 9
Nov 5	Future Trends in E-Business and E-Commerce	#1- Web 2.0 -Chapter 10 #2- Groundswell -Chapter 10,11, 12
Nov 12	Pulling it all Together: How Managers Can Capitalize on E-Business Technology Trends	Review Previous Readings
Nov 19	Group Presentations	None-Prep for Presentations
Nov 26	Thanksgiving – No Class	Thanksgiving – No Class
Dec 3	Group Presentations & Wrap-up	None-Prep for Presentations

Grading

- Undergraduate course grades include A, A-, B+, B, B-, C+, C, C-, D, and F.
- Graduate course grades include A, A-, B+, B, B-, C, and F. **There are no grades of C+, C-, or D.**
- | | | | |
|----|--------|---|-------|
| A | 100-93 | B | 82-80 |
| A- | 92-90 | C | 79-70 |
| B+ | 89-88 | F | 69-0 |
| B | 87-83 | | |
- If a student is taking a graduate course pass/fail (for a satisfactory, S, or unsatisfactory, U), the student must earn a solid B or higher.

Brief Descriptions of Each Assignment and Due Dates

Percentage weight for each component of the class:

Research Paper	25%
Technology Topic Discussion	15%
Group E-Business Case Study Project	50%
Class Participation	<u>10%</u>
Total	100%

Research Paper – 25% of final grade

Students are asked to: identify a business process in their organization that could be improved through the use/implementation of current technology; discuss specifically how the technology would improve the business process; discuss the steps they would take as a manager to obtain approval for this project; and identify the performance improvements that will result from the implementation of the technology solution. Possible topics that students could use for the paper include, but are by no means limited to:

- Social Network/Media tools and Marketing
- YouTube in product/service communications
- Wiki's/Blogs to Obtain Customer/Citizen feedback
- Cloud/On-Demand Computing to improve rapid access to new applications

The paper should be approximately 2,500 words in length, not counting endnotes and bibliography. This paper is due in two phases. A proposal, including a description and outline for the project, is due in class by 7 pm on October 8, 2009. The final paper is due in class by 7 pm on November 12, 2009. The paper will be graded and returned within two weeks of submission.

Technology Topic Discussion – 15% of final Grade

It is critical for all in today's executive and managerial workforce to have a general understanding of the most prevalent e-business technologies available to them. Students should select an article in a local paper or from a current web site, such as Federal Times, Government Computer News, Federal Computer Week, etc that demonstrates a government agencies current, creative (i.e., non-standard) use of a selected technology solution, such as: Web 2.0, cloud computing, gaming, a business application, security solution, content/knowledge management, web service, etc. The student will be asked to lead a 30 minute class discussion on the selected technology topic, focusing on the specific technology, the business need the technology is designed to support, why the organization selected the technology, and how the technology helped the organization to improve its business or competitive advantage.

Group E-Business Case Study Project – 50% of final grade

Students will break into equal groups. Each group will select and analyze a real-life government program. The group will analyze the program, identify performance gaps, and will evaluate opportunities for the use of current E-Business/New Media solutions to close these gaps. Each group will provide a 30 minute presentation that will outline their findings. The goal of this exercise is to demonstrate an understanding of how current technology can be used to improve an organization's performance. Students will capitalize on knowledge gained throughout the year on various topics such as E-Business strategic planning, E-Business technology, the use of social media, the impact of security and privacy, the impact of technology on organizational performance and employee behavior, and other relevant technology trends.

Class Participation – 10% of final grade

Active participation in class is essential. The readings should serve as a basis for discussion; and through discussions, a common understanding of the cases and concepts for managing information resources can be developed. Students are encouraged to share their professional knowledge on the issues introduced in the literature, and critically reflect on them using the experience of others. During presentation sessions, the fellow students should support the presenters by contributing ideas as well as questions and answers to problems associated with the topic.

Students with Disabilities Policy

- Students with disabilities should contact the Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; <http://ldss.georgetown.edu/index.cfm>) before the start of classes to allow their office time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors.
- Students are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

Georgetown Honor System

- Georgetown expects all students within to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred.
- Each student must commit to adhere to the Honor Code pledge, as follows:
In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

Classroom Etiquette

- Students should turn off all cell phones, pagers, or other communication devices while in class.
- Class discussions should be respectful and considerate of others' views and opinions.
- Students who cause disruptions may be asked to leave the class or be withdrawn if warranted by their behavior.

University Resources

- Georgetown University Writing Center (Lauinger Library, 217A; 202-687-4246; <http://writingcenter.georgetown.edu/>)
- Academic Resource Center (Leavey Center, Suite 335; 202-687-8354; arc@georgetown.edu; <http://ldss.georgetown.edu/>)
- Counseling and Psychiatric Services (One Darnall Hall; 202-687-6985; <http://caps.georgetown.edu/>)