IOM 543: Global Business Issues in the Networked Digital Industry

Fall 2012 – section 16276 – Mondays – 6:30-9:30 PM

Basic Course Description

This course will inculcate MBAs with new communication and information technologies and their impacts on business models, strategies and organizational structures. It will provide an understanding of the key issues facing the global information-communication or more aptly, “networked digital industry, and identify the potential challenges for corporation and consumers to adopt them in their work and living environments. The course curriculum will also include on-going applied corporate research in the leading-edge issues in the field at the Institute for Communications, Technology & Management (CTM), and provides an opportunity for field consulting projects with CTM member companies, including Qualcomm, Cisco, Fox and PWC.

Goals/Desired Outcomes

The course is designed to provide MBAs with an understanding of the business impact of emerging technologies on companies, business models and strategies in the “converging” digital communications, media and entertainment industries.

MBAs at the end of the course will understand (a) the business implication of new communication and information technologies, particularly Cloud Computing, 3G, 4G, Web 2.0, wireless mobility and their relevance (b) the effects of these technologies on business models for the global telecom service provider, (c) understanding the effects of these technologies on productivity and competitiveness for corporations (d) understanding the role of mobility and wireless applications in the “virtual enterprise, and the economy (e) identifying new frontiers of growth and developing new models for the NDI and; (f) comprehending the scope of competitive intelligence and future-casting methodologies

Major Deliverables

Provides an edge to MBAs in managing the impacts of new communication and information technologies on their companies, and strategically integrating them into enterprise operations.

Provides the tool-set to identify new areas of growth or opportunities and profitability for new product development

Allows MBAs to work in teams directly with corporate executives from CTM member companies on a specified, real-world company project and provides potential for future-hire.