



INFORMATION TECHNOLOGY & STRATEGIC SUSTAINABILITY JULY-AUGUST 2019

Information Technology (IT) is fundamental to any successful business. Looking at Fortune 500 companies (<http://fortune.com/fortune500/list/>), many are either pure IT firms (Apple, Amazon.com, AT&T, Microsoft, IBM, Dell, etc...) or firms that leverage IT as one of their core competencies (Walmart, McKesson, GE, Costco, Boeing, etc...).

All business magazines cover IT stories on a regular basis, because IT is serious. It can alter industries, enable business opportunities, and change the way people work, collaborate and communicate.

We will cover topics of interest to the participating students including strategic use of IT, digital goods, decision support systems and data analytics, internet of things and cloud computing, e-business, block chain & cryptocurrency, and security.

Towards the end of this 10-session course, we will integrate all the summer academy courses using the Triple "P" bottom line strategy framework (Profit, Planet & People).

Course Meetings

Class: MTWRF 9:30am – 11:00am

Workshop: MTWRF 11:15am – 12:15pm

Instructor

Richard G. Donovan, Professor of Practice, Desautels Faculty of Management, McGill University

Professor Richard G. Donovan designs and teaches courses at both the undergrad and graduate levels in the I.S. and Strategy areas including "Case Analysis and Presentation", "Introduction to I.S.", "Integrated Management", and more advanced I.S. courses. He also teaches and consults for the Program for International Competitiveness where he has facilitated workshops in countries like Abu Dhabi, Denmark, Indonesia, Italy, Ukraine and the USA, McGill's MBA / Japan program as well as for many companies at McGill's International Executive Institute. He was also a facilitator in the Education & ICT theme at Unleash Innovation Lab hosted in Denmark in August 2017 as well as an application evaluator for Unleash 2018.

Richard specializes in Making Persuasive & Convincing Business Recommendations, Instructional Design, Cost/Benefit Analysis of IT projects and the integration of IT into organizations. Since his arrival at McGill in 1997, he has won outstanding teaching and student life awards on eighteen (18) occasions.



Schedule*

Class 1 Strategy Frameworks with IT

Class 2 Digital Goods & Network Effects

Class 3 IT & Competitive Advantage

Class 4 Decision Support Systems & big data

Class 5 Databases & Data Mining

Class 6 Network, Cloud Computing & Internet of Things

Class 7 E-Business & Online Business Models

Class 8 Block chain, Cryptocurrency & Security

Class 9 Open Innovation & the Power of the Crowd

Class 10 Integration with Triple Bottom Line 3 P Strategies

** Please note: this syllabus is subject to change before & during the program as to allow for flexibility and to meet the expectations of the students*