

Teaching an MBA Class from 8 AM to 5 PM – KrAIS Teaching Workshop

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More Universities Shut Down Traditional M.B.A. Programs as Popularity Wanes

Applications to full-time M.B.A. programs have been falling for years, leading many schools to shift resources online

Feature of the Week MBA

+ Add to myFT

The rise and rise of the flexible MBA

The full-time degree is losing its appeal as students become unwilling to leave the workforce



FINANCIAL TIMES

<https://www.wsj.com/articles/more-universities-shut-down-traditional-m-b-a-programs-as-popularity-wanes-11559727000>

<https://www.ft.com/content/6d88a168-73ce-11e4-82a6-00144feabdc0>

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MIS 5001 - Information Technology ...

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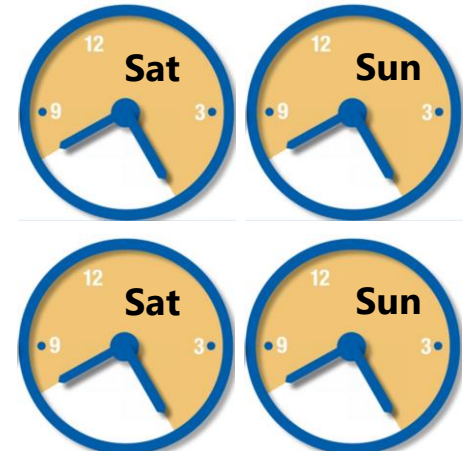


MIS 5001 Sec 401 - Information Technology Management - Spring 2020




January 4, 5, 11, and 12, TUCC #320

Prof. [Min-Seok Pang](#)  (minsipang@temple.edu)



MIS 5801 - Managing Information in...

 Edit

⋮

FOX | **Executive MBA**

Information Technology Management

[Meet Your Instructor: Prof. Min-Seok Pang](#)

[Class Syllabus](#) 

[Class Agenda](#) 

[Pre-Session: September 25](#)

[Friday Session: October 5](#)

[Saturday Session: October 6](#)

[Sunday Session: October 7](#)

[Post-Session: October 16](#)

[Frequently Asked Questions](#)

[Help/Tech Support](#)





<https://www.nacweb.org/career-development/best-practices/how-to-make-classroom-presentations-more-interesting/>
<https://blogs.cdc.gov/publichealthmatters/2012/05/teaching-preparedness-through-a-zombie-outbreak/>
<https://www.gettyimages.com/detail/photo/we-never-turn-down-a-beer-gathering-royalty-free-image/861276228>

Part-Time MBA Agenda

Date	Topic	Cases
#1 (Sat)	Introduction / IT-Enabled Strategies	<u>MIT CISR Case</u> – Schneider Electric <u>HBS Case</u> – Aetna
#2 (Sun)	Business Analytics Artificial Intelligence	<u>HBS Case</u> – Whither the Weather <u>MIT CISR Case</u> – Pepsico <u>HBR</u> – The Business of AI
#3 (Sat)	Disruptive Innovation / Digital Platform	<u>HBS Case</u> – Wealthfront Generation <u>HBS Case</u> – Intuit Quickbooks <u>HBS Case</u> – Care.com
#4 (Sun)	Cybersecurity / Future of Work	<u>HBS Case</u> – Caregroup <u>Ivy Case</u> – Maersk Cyberattack <u>HBS Case</u> – iPremier

Executive MBA Agenda

Session	Topic	Cases
Pre (online)	Introduction	
Fri	IT-Enabled Strategies / Disruptive Innovation	<u>MIT CISR Case</u> – Schneider <u>HBS Case</u> – Aetna <u>HBS Case</u> – Wealthfront
Sat	Business Analytics Artificial Intelligence	<u>HBS Case</u> – Whither the Weather <u>MIT CISR Case</u> – Pepsico <u>HBR</u> – The Business of AI
Sun	Cybersecurity / Future of Work	<u>HBS Case</u> – Caregroup <u>Ivy Case</u> – Maersk Cyberattack <u>HBS Case</u> – iPremier
Post (online)	Group Project Presentations	

A Typical Daily Schedule

	Start	End	Minutes
Sub-Session #1	8:00	9:10	70
Break	9:10	9:20	10
Sub-Session #2	9:20	10:30	70
Break	10:30	10:40	10
Sub-Session #3	10:40	11:50	70
Lunch Break	11:50	12:50	60
Sub-Session #4	12:50	14:00	70
Break	14:00	14:15	15
Sub-Session #5	14:15	15:25	70
Break	15:25	15:40	15
Sub-Session #6	15:40	16:50	70
Wrap-up	16:50	17:00	10



How to Prevent Zombie Attacks?

- Don't lecture them (or you will become one).
- Variety, Engagements, Interactions





Game selection

Create a Competitive pricing game

Players choose a price each round to sell their products at. They have to choose the best price to maximize profits based on stats each round.

Create a Stock trading game

Players get stocks and cash. Each round they can trade with each other while trying to make the most profit before the game ends and stocks are all sold.

Create a Fishing game

Players have to determine the profit maximizing production capacity at each round while competing with other companies who make similar decisions in an oligopolistic market.

Create a News vendor game

In the news vendor problem a manager sells a product during a short selling season with stochastic demand. The manager has one opportunity to order inventory before the selling season, and no further replenishments are possible.

Create a Two sided platform game

Choose how much to charge for the device, and how much to charge developers for licensing.

Create a Pricing & quantity news vendor game

Pricing & quantity news vendor', u'In this advanced news vendor game, a manager sells a product during a short selling season with stochastic demand. The manager has to determine both the sales price and the order quantity. Each business may face a different demand realization, which is a stochastic decreasing function of their sales price decision. This game also offers a variant of the news vendor game, where the quantity is fixed to the optimal value, and players must only decide on a sales price.

Video Collection for My Information Systems Classes



Unfriended: The Facebook IPO Debacle - WSJ In Depth



Delta Air Lines glitch grounds passengers worldwide - CBC News

<https://sites.google.com/site/minspang/video-lib>

Group Project Question

- Schneider, Pepsico, and Weather.com have unlocked the value and business opportunities from the cornucopia of data accumulated over the years.
- Does your organization have a large amount of data that has been *neglected*?
- Propose a new *revenue-generating* opportunity from the data in your organization.



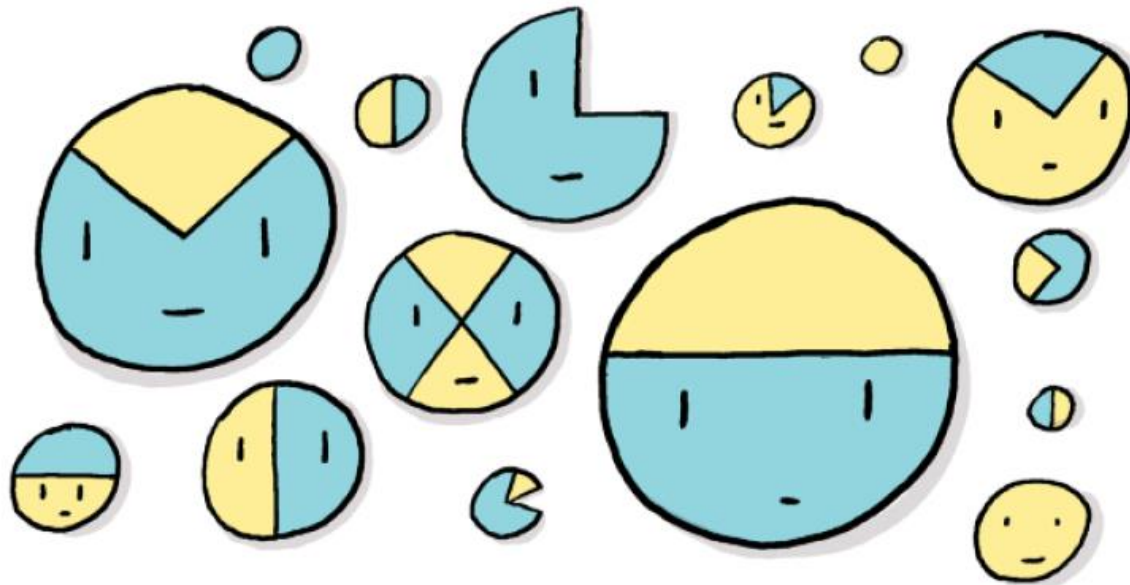
<http://www.istockphoto.com/photos/gold-mine>

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MANAGING PEOPLE

Case Study: Should an Algorithm Tell You Who to Promote?

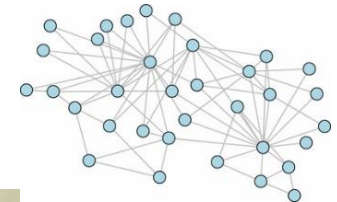
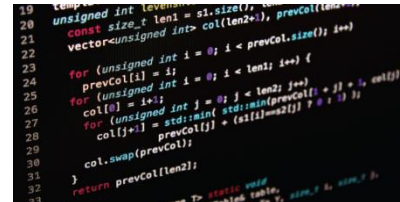
by Jeffrey T. Polzer
FEBRUARY 28, 2018



<https://hbr.org/2018/05/case-study-should-an-algorithm-tell-you-who-to-promote>

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If you're Aliyah Johns, who would you promote? Why?



Molly Ashworth



Ed Yu

Who will win the presidency?



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Chance of winning

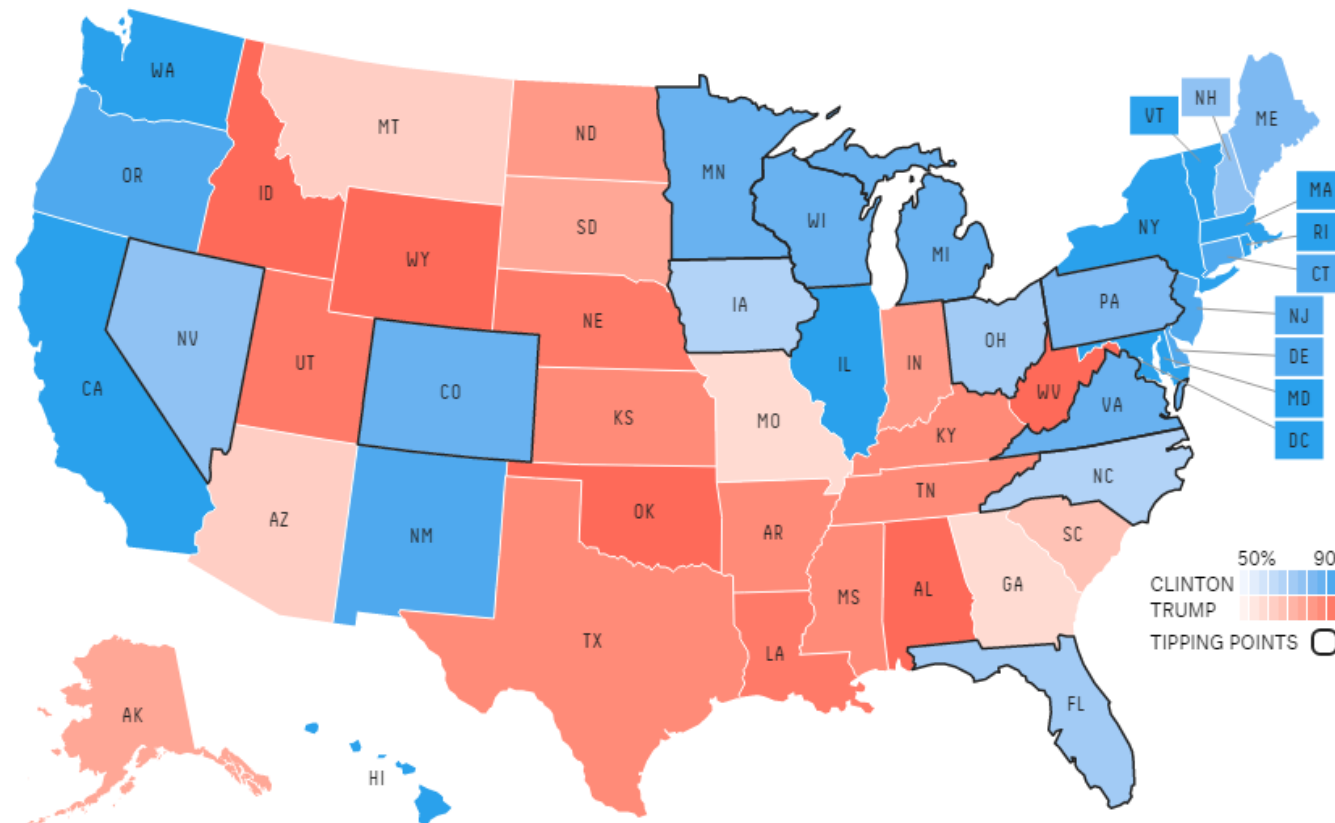


Hillary Clinton

83.0%

Donald Trump

16.9%



<http://projects.fivethirtyeight.com/2016-election-forecast/>

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Some Tips for Full-Day Teaching



Survivors said...

STUDENT #3 COMMENTS

1. What aspects of the course or the instructor's approach contributed most to your learning?

I liked the way that class was broken up with lecture, group discussion in the class, breakout sessions, etc. This made weekend class a little less painful.

STUDENT #9 COMMENTS

1. What aspects of the course or the instructor's approach contributed most to your learning?

The lack of lecturing made the class much more engaging and interesting. Weekend classes can be difficult at times but Professor kept the class interested and participating. Discussions were interesting and very interactive.

STUDENT #14 COMMENTS

1. What aspects of the course or the instructor's approach contributed most to your learning?

There was a good balance of lecture combined with group discussions. Professor Pang included different forms of teaching and information like case studies, videos, and small group break-outs, which kept my interest. He was passionate about the material.

STUDENT #4 COMMENTS

1. What aspects of the course or the instructor's approach contributed most to your learning?

The instructional method and topics were extremely relevant and had direct applicability to our professional life. The fact that we were required to write briefs and reflections forced everybody to actively read, listen and participate - that is an excellent idea, although increases the workload. LOVED the simulations via Tradewind, excellent way to teach by doing

MIS 5001 - Information Technology ...



MIS 5001 Sec 701 - Information Technology Management - Fall 2020



Synchronous Zoom Sessions – August 8-9, 15-16, and 22-23, 9 AM –
Noon with Asynchronous [Discussions](#) at Canvas

Prof. [Min-Seok Pang](#)  (minspang@temple.edu)



Post-Session 1 Discussion - Car Ownership Peak Jun 27 at 2:25pm

[Min-Seok Pang](#)

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Read this article - [This Is What Peak Car Looks Like - Bloomberg Businessweek](#)



- If private ownership of vehicles becomes a thing of the past, as this article describes, what would happen? If most of us do not own a car and just use ride-sharing services or public transit for commute, who or which industry would be affected?
- What would be new business opportunities with the car ownership peak?
- What would happen to your organization?

The discussions will close on August 31, 11:59 PM.

For fruitful and organic discussions, please be advised with the following.

- [MIS 5001 - Discussion Board Rubric.pdf](#)
- Posts are expected to be original and substantive and at least one paragraph long.
- It is strongly encouraged to respond to as many of your classmates' posts possible. (Simply saying "I agree" or "Good" will not be considered to be substantive.) By doing so, we can teach and learn from each other.
- Please read [15 Rules of Netiquette for Online Discussion Boards](#) . Those who do not follow these rules will be blocked from this board.
- The post that receives most likes and replies will receive extra credits.
- A post with a self-recorded video will receive extra credits. (How to create video with Zoom - <https://vimeo.com/396945714/6f5d88acaf>)

Options

- ☒ Allow threaded replies
- ☒ Users must post before seeing replies
- ☐ Enable podcast feed
- ☒ Graded
- ☒ Allow liking
 - ☐ Only graders can like
 - ☐ Sort by likes

THANK YOU

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Fox School of Business
Temple University
June 30, 2020

