

Xavier Institute of Management, Bhubaneswar
XIM University

Course Name	Business Value of Information Systems (BVIS)
Programme	Executive MBA
Batch	2023-24
Term	III
Credits	3
Course Instructor	Prof. Amit K. Srivastava

Course Introduction and Objectives

With the rapidly changing technologies and their use by the organizations, it is imperative that the top management of the organizations should understand and analyze the true business value added by Information Systems (IS). The current course is designed to provide participants with a comprehensive understanding of how IS contribute to organizational success and competitive advantage. Through a combination of theoretical concepts and case studies, participants will learn how to leverage IS to create business value and enhance decision-making. The course follows predominantly case-study based method wherein students will learn about how various organizations can derive/enhance business value from IS investment life-cycle and managing the challenges faced during the same.

Course Content

Through this course, students will:

- Understand the impact of IS on creating business value in an organization
- Understand the importance of aligning IS strategy with business strategy
- Learn how an organization can use IS to gain competitive advantage
- Understand theoretical frameworks to evaluate identify and evaluate business value created by IS

Course Learning Outcomes

- CLO1: Participants will understand the importance of generating business value out of IS implemented at an organization and evaluation of the same through theoretical frameworks.
- CLO2: Participants will identify evaluation parameters and learn to evaluate business value of IS on the basis of the parameters.

- CLO3: Participants will embrace to work in a group-setting through case-study presentations and in-class discussions.
- CLO4: Participants will understand and appreciate the importance of ethical and social responsibilities while managing IS.

Readings and References

- Reference Book:

Ross, J. W., Weill, P., & Robertson, D. (2006). *Enterprise architecture as strategy: Creating a foundation for business execution*. Harvard business press.

- Cases:

Shall be provided in the course handout

- Session Slides (wherever applicable):

Shall be shared by Instructor

Pedagogy and Students Workload

Predominantly case-study based approach will be followed supplemented with lectures and in-class discussions. Participants are expected to come prepared with the reading/case to be discussed on a specified session. It will help them to discuss, appreciate, and present their viewpoints on different perspectives of the business problems.

Session Plan

Session	Topic	Session Learnings	Readings/Case Studies*
1 - 2	Introduction to Business Value of IS	Understanding strategic importance of IS in gaining competitive advantage	Reading: IT doesn't matter Available at: Open Access: Google Scholar
3 - 4	Leveraging Theoretical Frameworks to analyze Business Value of IS	To understand and analyze IS based on theoretical frameworks	
5 - 6	Adopting & Capitalizing on IS	Understanding management role in adoption and capitalizing	Case Study: Pharmacy service improvement at CVS (A)

		on IS to derive business value	Available at (Print copy to be provided by library): HBPE, Product Number: 606015-PDF-ENG.
7 - 8	Strategic Alignment of IS	To understand and appreciate the process of aligning IS with business goals and strategy	Case Study: Charles Schwab Corp. (A) Available at (Print copy to be provided by library): HBPE, Product Number: 300024-PDF-ENG.
9 - 10	IS Payoff Measures	To understand various Payoff measures and Key Performance Indicators (KPIs) to evaluate IS	Case Study: Does IT Payoff? Strategies of Two Banking Giants Available at (Print copy to be provided by library): HBPE, Product Number: HKU753-PDF-ENG.
11 - 12	Business Process Improvement through IS	Analyze business processes and identify opportunities for improvement using IS	Case Study: Re-Engineering At LeCroy Corporation: The Move To Component-Based Systems Available at (Print copy to be provided by library): HBPE, Product Number: JIT012-PDF-ENG.
13	Data Driven Decision Making	To understand how the meaningful business decisions can be made based on the data available in the IS	Case Study: Volkswagen Group: Driving Big Business with Big Data Available at (Print copy to be provided by library): HBPE, Product Number: W14007-PDF-ENG.
14 - 15	E-commerce Applications & Strategies	To understand use of web-based applications to enhance business growth	Case Study: The Internet of Things (IoT): Shaping the Future of e-Commerce Available at (Print copy to be provided by library):

			HBPE, Product Number: HK1063-PDF-ENG.
16 - 17	Is the (IS) Model sustainable?	Once the IS is in place in an organization, it is imperative that it should be sustainable. This interesting session will take a leap forward to discuss various issues of IS sustainability	Case Study: Netflix: International Expansion Available at (Print copy to be provided by library): HBPE, Product Number: W16236-PDF-ENG.
18 - 19	IS Governance and Ethical Considerations	To deal with ethical considerations and privacy issues while using Information Technology & Systems in an Organization	Reading: A Matrixed Approach to Designing IT Governance Available at: Open Access: Google Scholar Case Study: Facebook: A Business Model Under Attack Available at (Print copy to be provided by library): HBPE, Product Number: W20476-PDF-ENG.
20	Project Presentation by Participants		

***Note: Case Studies/Readings are tentative. If need arises, they may be a change/addition in the benefit of the course and participants. However, the same will be intimated to the participants well-in-advance.**

Assessment Scheme

Component	Weightage (%)	Assessment of Course Learning Outcome(s) (CLO)
Class / Case Studies' Presentation	30	CLO1, CLO2
Project	30	CLO1, CLO2, CLO3, CLO4
End-Term	40	CLO1

Academic Discipline and Integrity

The standard guidelines & rules of XIM University with respect to academic discipline and integrity will be applicable.

Mapping Course Learning Outcomes (CLO) with the Program Learning Goals (PLG)

PLG#	Program Learning Goal	Trait	Addressed by Course	
			Yes	No
PLG1	Functional and Business Skills	The students will demonstrate understanding of elements of all functional areas	Yes	
PLG2	Analytical Skills	The students will use analytical techniques to identify a business problem, and suggest a solution	Yes	
PLG3	Collaboration and teamwork attributes	The students will exhibit voluntary cooperation and effective teamwork in a group setting	Yes	
PLG4	Ethical responsibility	The students will understand the ethical complexities of conducting business. The students will adopt techniques in scenarios involving ethical dilemma and offer resolution	Yes	
PLG5	Communication	The students will produce reasonably good quality business documents. The students will become effective and confident communicators		No