

Brooklyn College
Department of Computer and Information Sciences

CISC 1595 [9.50] Management of New and Emerging Technologies

3 hours lecture; 3 credits

The focus of this course is on the management of work units charged with technical renewal or new applications of technology. The practical problems of people in industry, involving interpersonal relations, groups, leadership, and organizational change, will be viewed in light of the overall strategy of the firm. Issues will range from managing project groups in traditional pyramid organizations, as well as in the newer matrix organizations, to managing the transfer of technology on an international basis. This course will use the case study approach predominantly, but also will include small group student projects. This course is the same as Business 50.8. (Not open to students who have completed Economics 50.8.)

Course Outline:

- Week 1: What is information technology
- Week 2: Using IT for competitive advantage
- Week 3: Databases and business intelligence
- Week 4: Decision Support Systems / Geographic Information Systems
- Week 5: Artificial Intelligence/Expert Systems/ Intelligent Agents
- Week 6: Electronic Commerce
- Week 7: IT Infrastructure
- Week 8: Ethics/Privacy
- Week 9: Emerging Technology – A Different Game
- Week 10: The Pitfalls of Emerging Technologies
- Week 11: Identifying and assessing emerging technologies
- Week 12: Emerging Technologies and Public Policy
- Week 13: Group Presentations
- Week 14: Group Presentations

Bibliography:

Haag, S., Cummings, M. and McCubbrey, D, *Management Information Systems for the Information Age/5e*, McGraw-Hill, 2005.

Day, G., Schoemaker, P. and Gunther, P., *Wharton on Managing Emerging Technologies*, J. Wiley, 2000.

Frensel, C.W. and Frensel, J.C., *Management of Information Technology/4e*, Thomson Course Technology, 2004.

Evans, N., *Business Innovation and Disruptive Technology: Harnessing the Power of Breakthrough Technology for Competitive Advantage*, Prentice Hall PTR, 2003.

MIT Enterprise Technology Review <http://technologyreview.com/>