Information Technology & Solutions

IDSC 6050 – PTMBA core

Soumya Sen
Information & Decision Sciences
Carlson School of Management, UMN
Course Contents

Evolution

Community level

Personal level

Informational level

Physical level

Technology

Information Technology

Human-Computer Interaction

Socio-Technology

Weeks

Internet

Mobile

Web

Cloud

Security

Social Media
Course Components

Lecture videos + Quizzes (20%)

HTML MiniProjects (40%)

YellowDig Classboard (20%)

VoiceThread Presentations (20%)
Carlson TechTalks

Interviews with industry experts on various IT topics with questions from students

Link: https://www.youtube.com/channel/UCzFq53In26bD8dezubaT9cA/videos
Culturalization of IT Solutions

Guiding Questions:

- What were the key opportunity for IT innovation in that market?
- What hurdles (e.g., infrastructural, political, regulatory) did the chosen IT solution help overcome?
- Was the idea borrowed and adapted from an existing company? If so, how was the “adaptation” done, or was it simply cloned?
- Can some of these adapted ideas be relevant to the original company that inspired the startup idea?
- How did the company refine its solution over time? What were the market demands that they were responding to?
Project Philosophy

Flipped Classroom

Crowdsourced Content
Mini-Projects Web Repository

~ 50 articles

http://www.tc.umn.edu/~ssen/IDSC6050-Projects/index.html
Example 1: TALA

Using mobile big data to evaluate credit-worthiness

http://www.tc.umn.edu/~ssen/IDSC6050-Projects/Infrastructure/Tala/Tala.html
Example 2: **OLA**

- Unorganized taxi market
- Vehicle diversity
- Advance booking

- Cash transactions
- Fleet expansion
- Bank tie-up (Demonetization)

**http://www.tc.umn.edu/~ssen/IDSC6050-Projects/Transportation/OlaCab/OlaCab.html**