Information Technology & Solutions

IDSC 6050 – PTMBA core

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Information & Decision Sciences

Carlson School of Management, UMN
Course Contents

Evolution

- Community level
- Personal level
- Informational level
- Physical level

Weeks

- **Internet** (Weeks 1-3)
  - Technology
- **Mobile** (Week 2)
- **Web** (Week 3)
- **Cloud** (Week 4)
- **Security** (Week 5)
- **Social Media** (Week 6)

- **Information Technology**
- **Human-Computer Interaction**
- **Socio-Technology**
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/UCzFq53ln26bD8dezubaT9cA/videos
Culturalization of IT Solutions

- Flipped Classroom
- Crowdsourced Content
Guidelines

Explore the following questions regarding a company or product in each case:

1. What motivated the founders/CEOs to develop the IT solution that the company provides (i.e., what was the key opportunity for innovation in that market)?

2. What hurdles (e.g., infrastructural, political, regulatory) did they face, and how did the chosen IT solution help overcome these challenges?

3. Was the idea borrowed and adapted from an existing company (potentially operating in a different market, e.g., Alipay's similarities to PayPal and Google Wallet, or RedBus' to travel sites like Expedia)? If so, how was the “adaptation” done, or was it simply cloned?

4. Can some of these adapted ideas be relevant to the original company that inspired the startup idea?

5. How did the company refine its IT-based offerings over time? What were the market demands that they were responding to in making those refinements?
Mini-Projects Web Repository

~ 50 articles

http://www.tc.umn.edu/~ssen/IDSC6050-Projects/index.html
Example 1: Using mobile big data to evaluate credit-worthiness

- Relationship stability (4%)
- Financial transactions
- Network diversity (9%)
- Locational consistency (6%)
- Call ratio (18%)
- Home

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