

Readings ReadMe for LM1-IT6423
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Part 1: Articles on how IT contributes to value in businesses

First, understand how the computing technology foundation of IT is continually growing and expanding:

Moore's Law

Moore's Law is the name given to the observation by Gordon Moore that the computing power of the same size of chip doubles every 12 to 30 months.

Wikipedia- https://en.wikipedia.org/wiki/Moore%27s_law

Top Ten IT Technologies from EDUCAUSE:

2020:

<https://library.educause.edu/resources/2020/1/higher-educations-2020-trend-watch-and-top-10-strategic-technologies>

2019:

<https://library.educause.edu/resources/2019/1/higher-educations-2019-trend-watch-and-top-10-strategic-technologies>

2018:

<https://library.educause.edu/resources/2018/1/higher-educations-top-10-strategic-technologies-and-trends-for-2018>

Note, 2018 is the year EDUCAUSE integrated all "Top-10" Reports, see:

<https://www.educause.edu/research-and-publications/research/top-10-it-issues-technologies-and-trends>

Note, above page has tabs to the reports

2017:

<https://library.educause.edu/resources/2017/3/higher-educations-top-10-strategic-technologies-for-2017-report>

2016:

<https://library.educause.edu/resources/2016/1/report-higher-educations-top-10-strategic-technologies-for-2016>

2015:

<https://library.educause.edu/resources/2015/1/higher-educations-top-10-strategic-technologies-for-2015>

2014:

<https://library.educause.edu/resources/2014/2/higher-educations-topten-strategic-technologies-in-2014>

Deeper reading suggestion for the EDUCAUSE series: 1) Think about the technology we use in this course and how it enables or facilitates your learning. 2) Transfer information as appropriate (with citations) to your A1, D2L Discussion, your notes, etc. 3) Follow technologies for security, mobile, cloud etc. through the years.

Then, understand how IT adds value to business

Once you have an idea about the range of IT Technologies for the Education Industry Segment, develop an understanding of how IT contributes to business value; we have found that understanding Value Chains, Business Models and (IT) Strategy aids in understanding how IT adds value to business.

Value Chain

The Wikipedia article on the Value Chain (https://en.wikipedia.org/wiki/Value_chain) describes a well-accepted framework to understand how organizations implement business strategy to create value; this framework was first articulated in the mid-1980's by Michael Porter and has grown to help us understand business and commerce in a well-accepted model. Porter's original model referred to physical objects and the Wikipedia article explains that with the advent of computerization within businesses, the virtual and combined physical-virtual Value Chain models have become predominate; within the virtual and combined value chains, IT plays a critical role in structuring and/or delivering valuable products and services to the market.

Business Model

The Wikipedia page on "Business Model" (https://en.wikipedia.org/wiki/Business_model) describes that part of business strategy describing the rationale of how an organization creates, delivers and captures value. This article describes the advent of what Choudary calls a "liquid business model" in terms of a shift from "pipes to platforms." In the pipes category, the business activity is linear, e.g., starting from raw materials and ending with outputting a finished product. The KSU cafeteria is an example pipe business model. In the pipes situation, IT is used primarily as part of the production value chain's infrastructure. In the platform category, Chen points out that IT (e.g., Web 2.0) is required as the platform is a flexible, learning network of producers, providers and consumers. This online or hybrid course at KSU is an example of a platform business model.

Strategy (including IT Strategy)

The Wikipedia page on "Strategy" (<https://en.wikipedia.org/wiki/Strategy>) is the main article in the Wikipedia Series on "Strategy". In the article on Strategy, other Wikipedia pages in the series are linked in the sidebar on the upper right of the page. (The Wikipedia article covering "IT Strategy" is also informative, but not included in this Wikipedia Series on "Strategy," but can be found here: https://en.wikipedia.org/wiki/Technology_strategy.) The article on strategy makes the important point that strategy is useful in business decision making because resources

to achieve business goals are limited. To me, this is an important function of the organization's IT strategy with an impact on IT6423: IT strategy should guide the organization's use of their limited resources in acquiring and integrating IT systems.

After reading A1, the exercise associated with LM1, I suggest spending 2 to 5 hours exploring the Wikipedia Series on "Strategy." Start by reading the root article. Then, note that you probably already have read what Wikipedia has to say about the two Concepts of Business Model and Value Chain; add to that knowledge by reading about the other Concepts. Then read about the Frameworks and Tools associated with strategy. Finally, sample some of the other links in the series. Make sure that as you read that you think about what you read in terms of IT strategy and procurement and also transfer information as appropriate (with citations) to your A1, D2L Discussion, your notes, etc.

Finally, adopt some methods to communicate how IT adds value to business

Once you have an understanding about how IT adds value to business, as an IT professional or manager you will frequently be called upon to explain and justify how it adds value. To aid you in preparing for this, a group of IT managers and professionals have prepared this at EDUCAUSE (<https://er.educause.edu/articles/2017/3/communicating-the-business-value-of-enterprise-it>). Reading this article will probably provide some good ideas.

Part 2: Articles on IT system sourcing strategies and approaches

Six EDUCAUSE IT professionals recently share viewpoints on alternative (to Make-Buy) IT Sourcing Strategies in <https://er.educause.edu/articles/2011/7/alternative-it-sourcing-strategies-six-views>. This perspective piece was developed for the Education Industry Segment, but has broader application to provide a listing of ways to source IT systems. Another EDUCAUSE perspective piece in the same thread covers security, privacy, risk, etc. and is at <https://er.educause.edu/articles/2011/7/alternative-it-sourcing-a-discussion-of-privacy-security-and-risk>. This article provides cross-industry insight into three of the core factors (and other factors as well) that must be considered in making a sourcing decision for an IT system or application.

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