

Global Business Communication

COURSE OBJECTIVES: As today's organisational environment represents an information technology impacted workplace. In connection with this environment and in an international context, the course discusses (1) how information technology (IT) enables organisations to conduct international business in radically different and effective ways, and (2) how IT can play important roles in creating international business strategies. Lectures, text readings and cases will illustrate how technology can be used to both gain and sustain a competitive advantage.

The course also covers critical issues in technology and information resource management, and the choices of information technology infrastructure. The following course objectives arise:

- To evaluate in an international context new business models, impact on business operations and strategies with information technology
- To understand how the role of IT evolved over time
- To understand some of the key issues in the management of IT organisations
- To understand the assumptions embedded in changing business with information technology
- To evaluate new organisational capabilities, management/leadership principles
- To understand business process reengineering basics and other initiatives to improve the performance of organisations
- To understand various factors surrounding the use of information technology and successful implementation
- To understand the importance of measurement in the successful management of IT
- To appreciate the importance of assessing IT value

TEACHING METHODOLOGY:

The instructor will use lecture, cases and discussions. The last afternoon, students will be required to submit an individual exam.