

Spring 2011
Special Topics to Consider

HF 799: Ethnography of Work for Design

Prerequisite(s): None.

Note: Permission of the MSHFID Director is required for all but the MSHFID, MSID, MSMBA programs or MBA concentrators in: HFID, IT, IPM or MOT; This course may be used as an HF Elective in the MSHFID or MSIT programs and in the MBA HFID Concentration. This course may also be used as an unrestricted elective in the IPM, IT, and MOT concentrations.

This course will introduce students to the ethnographic method of research. Generally speaking, ethnographic research involves naturalistic inquiry aimed at capturing social phenomenon as they occur in a particular setting. Ethnographers can employ multiple data collection strategies to do this, but typically focus on participant/observation methodologies as a primary approach. While primarily found in social science disciplines such as anthropology and sociology, ethnographic approaches increasing are being applied in IT/IS fields for the purposes of achieving better technological designs, improving the user experience, and facilitating collaborative work. This course will introduce the student to the origins of the ethnographic method, discuss the theoretical bases of its use, identify strategies for successful ethnographic inquiry, develop initial skills for data analysis and reporting, and provide examples of how ethnographic studies of work and technological use have been used in a variety of business and organizational contexts.

IPM 799A Oversight of Global IT-Enabled Business Processes

Prerequisite(s): GS 601 or GR 620 or Instructor Permission

Note: This course may be used in the following MBA concentrations: IPM, MOT and MG. It may also be used as an elective in the MSIT program.

This interdisciplinary course examines information and process management challenges of business globalization from the points of view of C-level executives (CEO, COO, CFO, CPO, CIO) and the Board of Directors. We will examine technical, organizational and socio-political challenges in using enterprise and inter-enterprise systems to support global business activities, and in selecting and guiding both internal and external providers of IT services and IT-enabled business processes around the world.

The 2011 Toy Industry Association trade show (Toy Fair) will be held Feb 13-15 in NYC. This Fair is officially open only to members of the trade; however Professor Gogan hopes to get invitations for IPM 799A students to attend the Fair on Sunday Feb 13. There's also a slim possibility of getting tickets to the Toy of the Year (TOTY) Awards ceremony Sat night Feb 12, and to some meetings and seminars that will be held on Monday and Tuesday Feb 14 and 15. Students are not required to miss work to attend any of these events, but at least one member of each team should attend if we get the hoped-for invitations.

MK 799: Enhancing Creativity

Prerequisite(s): None.

Note: This course may be used as a MSMA elective and a Marketing Concentration elective in the MBA. This course may also be used to serve as an MBA unrestricted elective or an outside elective for certain MS degree programs.

This class will focus on the nature of creativity and the creative process. Creativity is a skill that everyone has the potential to develop, but it takes practice and commitment to do so. It is also a skill that transcends traditional disciplinary boundaries. So, while this is a marketing class and many examples, activities and exercises will be drawn from the marketing domain, we will also go beyond marketing and discuss creativity in other topic areas, both within and outside the business world. We will discuss several definitions and theories of creativity, and apply these theories to enhance your own creativity. Several techniques will help you to recognize and remove barriers to creative thinking. We will apply these techniques to develop creative approaches to business and marketing cases and your own business and academic problems. The focus of this class is *individual* creativity. However, we will also discuss the pros and cons of team creativity, apply techniques to enhance team creativity and discuss how individual creativity relates to team and organizational creativity.