

## 15.568 – Practical Information Technology Management – Spring 2005

### **Class 6 : Pharmaco Visitor: Ben Porter**

#### **Questions and other assignment points for Thursday:**

Review all the articles and references assigned for this module (Randolph & Posner, DeMayer et al, and overview of the "Product Management Body of Knowledge").

Prepare for discussion: "Pharmaco Case A" (available on MIT Server)

Our visitor will be Ben Porter, independent consultant.

Consider the following questions:

1. What is behind "the problem" and the points listed under "a surprising analysis"? That is, what are the causes of the problem and those points?
2. What alternatives for action do you see for Hanson? What should he do?

Note: Your first short paper may be written based on this class. If you choose this one, which is one of five classes in the course from which you must choose three on which to write the paper, it is due on Thursday, Feb. 24th (electronically via MIT Server) by the beginning of class. You should upload the paper in the Homework section under folder "Module I". (Other specifications for the short papers may be found on the online course syllabus.)

Make the short paper a memo from you to Ben Porter, advising on what should be done next at Pharmaco, based on the A case and other material which will be handed out in class, and also making reference as you see appropriate to other cases and to the readings we have had thus far in this course. Your memo should reflect not only the readings, but will be assessed particularly on how well you a) reflect the class discussion, and b) go beyond or critically assess the class discussion as a basis for your recommendations to Porter.