

15.568 – Practical Information Technology Management – Spring 2005

Class 2: Royal Caribbean Cruises Ltd.

Questions and other assignment points for Thursday:

Read and prepare for discussion the case, "Royal Caribbean Cruises Ltd.". If possible, meet with at least one other class member (or a new member whom you may ask to read the case and come to class for the first time) and discuss. Consider the following questions:

1. Which of Murphy's three options (page 14 of the case) do you recommend he follow? Why?
2. Consider the topics of the five major modules of the course, as listed in the syllabus. What are the most significant one to two lessons about each topic which you believe are most important for the senior management of RCCL to learn and take into account going forward? (EG, for "project management", module I, you might choose, "Shape your IT projects and all projects with contingency alternatives. Your business is too subject to uncontrollable sudden change to sustain massive, long-term projects.")

In addition to discussing the case, we will examine the frameworks applicable to IT management in the PowerPoint file on MIT Server. No additional preparation of those is necessary.