

15.598, Assignment 11

Speaker: David Shpilberg, Bain & Company

For David Shpilberg's visit, please read the following items. I will use your questions in briefing David prior to class.

David is an experienced, dynamic manager and consultant, and this should be a most interesting class. We shall focus on the mind set of C-level executives toward IT, and what Bain is doing about it.

1. "What Every Business Student Needs to Know About Information Systems", CAIS Journal, 2003. (This is the paper written by some forty researchers and academics in response to the potential by the business school accrediting group to pull IT and IS courses from the core requirements of business schools. The group subsequently decided not to do that.)
2. Bensaou, M. and Earl, M. "The Right Mind-set for Managing Information Technology", HBR, Sep-Oct 1998, pp 119-128, reprint 98502
3. Earl, M. and Feeny, D., "How To Be a CEO for the Information Age", SMR, Winter 2000, pp 11-23.
4. Gibson, C.F. & Ball, L. "Executive Mindscapes and Information Technology.", Indications (CSC Index), VI:6, Nov-Dec 1989