

**MGP 207**  
**Managing IT for Business Value** ((*What every Business Leader needs to know about IT*))

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[Link to Instructor Bio](#)

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University of California, Davis- Graduate School of Management

## Opening:

Have you ever wondered any of the following questions as you manage your career?

- How much of a technology acumen is necessary to rise into senior leadership regardless of an industry?
- What it takes to land senior level jobs at companies such as Amazon, Apple and Genentech?
- If 50% of capital expenditures in developed economies today are on IT, totaling about \$2 trillion worldwide, what does it take to lead successful large and small scale transformation?
- What would it feel like to exponentially increase your People, Process and Technology transformation skills in 10 weeks?

If you have pondered any of the questions above, MGP 207 may be a fit for you.

The scope of this course is as salient as ever in today's Business climate. The delivery and facilitation of this course content consistently receives 4.7 out of 5 for course and student satisfaction. But the driving reasons for the high impact nature of this course involves a mix of the student work ethic, the range of guest speakers and the specific "technology" frameworks used to transform the business landscape.

So if you are serious about gaining real business skills that can be leveraged in the real world (*more than 20 Graduate level students have directly applied the frameworks in this class to win high end jobs in the past 3 years*), and you are willing to work hard, I encourage you to take this course. You will not regret it.

Due to the depth and pace of curriculum, this class is limited to 15 students.

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## Course Learning Objectives

This pragmatic course will be taught from a “real world perspective”; students will be asked to apply leading Information Technology frameworks to current day business and technology challenges.

The primary goal of this class is to allow students to develop a fundamental understanding of technology’s role in business transformation. In increasing challenging economic conditions, business transformation is a main vehicle allowing organizations to optimize productivity and innovation thus increasing revenue, decreasing cost or both.

There are **FIVE primary Student Learning Objectives** for this course:

1. Develop a fundamental understanding of the **role of Information Technology in business transformation**
2. Develop leader capability in applying **leading edge business and technology frameworks** to current day challenges in leading teams to through the traditional as well as the agile IT life cycle
3. Gain an appreciation for how IT transforms functional management in an increasingly IT-intensive world
4. Understand the **interrelationships** between the leading people, process, technology and the requisite leadership “hat’s” to wear for a variety of IT real life scenario’s
5. Be able to **apply several best practices** related to several IT disciplines (e.g. evaluating IT investments, leading enterprise class IT implementations, IT and Org design, etc)

## Required Texts

*The 4 Hour Work Week*, (~\$20.00 on Amazon) Timothy Ferriss, 2007, Crown Publishers

*CRM in Real Time* (~\$20.00 on Amazon) & *Social Media CRM*, Barton Goldenberg, 2008, Info Today, Inc.

*The Fifth Discipline*, (~\$20.00 on Amazon) Peter M. Senge, 1990, Currency Doubleday.

## Course Teaching Approach

I will teach this course using three fundamental facilitation techniques; Socratic Method case studies and experiential learning. As opposed to straight lecture on the materials (I will not lecture on the material "cover to cover"), I employ a Socratic method towards instruction which simply means a heavy emphasis that you have read the content prior to class and are ready to respond to direct questions.

Secondly, I believe one of the best means to facilitate adult learning is through experiential application. This means simply students will have numerous opportunities to immediately apply class frameworks, concepts and tools.

Finally, we will use several real life business situations (that range from Fortune 50 to Government to Non-Profit) case studies as a lens to drive key IT themes and applications. These case studies will range from local Sacramento firms to Global multi-national organizations.

## Current Schedule & Logistics

(Subject to minor changes at the discretion of the instructor)

**The course is scheduled for 10 3-hour sessions at the following times and locations:**

Wed 10/08/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 10/15/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 10/22/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 10/29/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 11/05/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 11/12/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 11/19/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 11/26/2014 6:30 - 9:30 PM (Lecture) -GH-2310 (*likely no class*)  
Wed 12/03/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 12/10/2014 6:30 - 9:30 PM (Lecture) -GH-2310  
Wed 12/17/2014 6:30 - 9:30 PM (Final) - GH-2310

The current course agenda is show below:

Week	Main Theme Topic	Class Sub Themes	Teaching Method & Student Deliverable
<b>Learning the Physics of Technology Transformation</b>			
<b>1</b> <b>(10/08)</b>	Introduction to the Course Format, Requirements and Expectations  Class and Instructor / Student interaction  The 8 Technology Transformation Themes of this course  <b>Theme #1:</b> <i>It's Not about the Technology; Introducing People, Process and Technology</i>	Understanding the IT triple constraint  Technology as the Least important Dimension	Panic Zones  Reading: Goldenberg, Part I – III (pg. 1-134) Ferris (pg. 1-120)  Handout: Theme 1 Frameworks & Breakouts  Theme 1 Assignment: Biz and Tech Play Group Project Guidance
<b>Learning the Current Business &amp; Technology Paradigms</b>			
<b>2</b> <b>(10/15)</b>	<b>Theme #2:</b> <i>Cloud Computing and the ability to bi-pass the IT Division</i>	Software as a service  When to go Cloud vs. Traditional IT  Risks, Rewards and Mitigations of Cloud  Picking the right Cloud Model  Top 5 Cloud Impacts and why they matter	Case Studies: Salesforce.com as a leader in SoS Microsoft Sharepoint  Reading: Goldenberg, Part V (pg. 187-245) Ferris (pg. 120-223)  Handout: Theme 2 Frameworks & Breakouts
<b>Learning the Physics of Technology Transformation</b>			
<b>3</b> <b>(10/22)</b>	<b>Theme #3:</b> <i>Enterprise IT Transformations; The Good, The Bad the Ugly and the Fundamentals to Manage</i>	Enterprise Architecture  Letters to be weary of; CRM, ERP, RTE  360 Transformation Framework	Case Study: The inner IT workings at HP/EDS Integration  Handout: Theme 3 Frameworks & Breakouts  Guest Speaker via Skype: Barton Goldenberg Lock on Group Projects

Week	Main Theme Topic	Class Sub Themes	Teaching Method & Student Deliverable
<b>Learning the Current Business &amp; Technology Paradigms</b>			
<b>5</b> <b>(10/29)</b>	<b>Theme #3:</b> <i>(Continued)</i>	<p>Always On, Doing Business anywhere, anytime - at a fraction of the cost</p> <p>5 Critical IT sketches from 4 Hour work week</p> <p>What Timothy Ferris could teach CIOs</p>	<p>Attempted Guest Speaker: Timothy Ferris</p> <p>Reading: Finish Barton &amp; Ferris</p> <p>Case Studies: TBD</p> <p>Break Out: Applying “4 Hour” to enterprise IT</p> <p>Handout: Theme 4 Frameworks &amp; Breakouts</p>
<b>TBD</b>	<b>INDIVIDUAL STUDENT – MIDTERM EXAMINATION on the CLOUD</b>		
<b>Learning the Physics of Technology Transformation</b>			
<b>6</b> <b>(11/05)</b>	<b>Continuation and finalizing Theme 4</b>		<p>Panel Speakers: Keifer Consulting CEO Nick Gunn, SVP HP Supply Chain &amp; Ops ED Diver, VP of IT BlueShield of CA</p> <p>Case Study: Cisco IT in Airline Industry</p> <p>Reading: Hoshin, POR and Portfolio MGT</p> <p>Handout: Theme 5 Frameworks &amp; Breakouts</p>
<b>Learning the Current Business &amp; Technology Paradigms</b>			
<b>7</b> <b>(11/12)</b>	<b>Theme # 5- Balanced Scorecard</b>  <b>Group Reviews</b>		
<b>8</b> <b>(11/19)</b>	<b>Theme #4:</b> <i>How the “4 Hour Work Week revolutionizes IT</i>  <b>Theme #6</b> <i>The Top 5 “IT” &amp; Technology Jobs in the next 5 years), Interviews, Interviewing, Resume Building</i>	<p>3 Sets of Guiding Principles from 4 hour work week to manage your careers and life</p> <p>What Timothy Ferris could teach CIOs</p>	<p>Theme 4 Framework</p> <p>Interviewing Workshop</p> <p>Resume Framework</p> <p>Network Models and Real Life frameworks</p>

<b>Week</b>	<b>Main Theme Topic</b>	<b>Class Sub Themes</b>	<b>Teaching Method &amp; Student Deliverable</b>								
<b>9</b> <b>(11/26)</b>	<b>Theme #5</b> <i>continued and finalized.</i>										
<b>Final Lecture: Managing your Careers / Resume / Interview WorkShop</b>											
<b>10</b> <b>(12/03)</b>	<b>FINAL EXAMINATION</b>										
	<table border="1"> <thead> <tr> <th><b>Final Exam Element</b></th> <th><b>What it Means</b></th> </tr> </thead> <tbody> <tr> <td>Group Final Exam:</td> <td>You are assigned to your Groups to complete the final exam; you will all receive the same final grade for your final output response.</td> </tr> <tr> <td>Time Limit is from: TBD</td> <td>Send an email back to Cyrus and CC Ann by this time precisely. Date stamps beyond this are subject to point deductions.</td> </tr> <tr> <td>What you turn in- Final essay response</td> <td>You must turn in a final essay response and can accompany the essay with other attachments such as drawings, and additional responses. Pictures of flip charts are acceptable as long as they are legible as a soft copy and are accompanied by a written response.</td> </tr> </tbody> </table>			<b>Final Exam Element</b>	<b>What it Means</b>	Group Final Exam:	You are assigned to your Groups to complete the final exam; you will all receive the same final grade for your final output response.	Time Limit is from: TBD	Send an email back to Cyrus and CC Ann by this time precisely. Date stamps beyond this are subject to point deductions.	What you turn in- Final essay response	You must turn in a final essay response and can accompany the essay with other attachments such as drawings, and additional responses. Pictures of flip charts are acceptable as long as they are legible as a soft copy and are accompanied by a written response.
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<b>10</b> <b>(12/10)</b>	<b>FINAL GROUP PRESENTATIONS</b>	Panel Evaluation of Team Presentations	Presentation of Final Group Projects to Expert Panel								
<b>11</b> <b>(12/17)</b>	<b>TARGETING TO BE DONE WITH MGP 207 ALL CLASS REQUIREMENTS</b> <b>(no class)</b>										

# Course Requirements and Expectations

## Attendance and Participation

This course is structured to help develop your interest and ability to think about the use of information technology in today’s organizations. You should plan to be actively involved -- this means attending class, being attentive, and participating in class activities.

## Weekly Assignments

Weekly assignments are an important aspect of applying and learning the concepts of managing information technology and business transformation. Completion of weekly assignments can include case study write ups, a one page “key themes of the week” summary and other lighter effort deliverables.

All assignments should be labeled as follows:

- Student Name & Contact Information, Course Name & Date Submitted

## Midterm and Final Examinations

Both midterm and final examinations will present real life IT challenges and require an application of specific IT/Business frameworks to help solve for the appropriate business outcome. The midterm format will be a cloud based examination (you will pull the test down from the Smart Site) of multiple choice, short answer and long essay. The final exam will be a group based response to two or three material IT challenges in today’s business landscape (details to follow on both).

## Team Presentations

The final course deliverable will involve a team presentation that will integrate all major course content into a single presentation. Specific details of presentation requirements will be shared by the third week of the course however students can expect to analyze a current business challenge and offer a business and technology response by applying a variety of tools and concepts learned during this course.

# Grading Requirements and Procedures

Topic	% of Points
<i>Homework Assignments</i>	5%
<i>Midterm Examination</i>	20%
<i>Final Examination</i>	20%
<i>Final Biz and Tech Play Presentations</i>	50%
<b>Effective Participation Points*</b> (you can earn several points towards your final grade for <i>effective</i> participation)	5%
<b>Total %</b>	100%

\*Students may earn up to a full grade bump (e.g. B+ to A-) “extra credit” during the quarter by modeling innovative behavior. This includes behavior that bridges or links content, comments that move the discussion forward and help teach the key learning’s. *It does not mean simply raising your hand to talk.*

# Office Hours and Instructor Contact Information

Office Hours: Similar to IT, while we are in the 10 week session, I will be “always on” for consultations and brief “sync sessions”. This means you will be able to text me 6 days a week and I will return your inquiry same day (unless I am in a business fire drill!)

Office Location: TBD, Phone: (916) 705-3524 (Professor cell phone)

Email: cyrus\_john\_aram@yahoo.com\* (\*please use this account as the primary means of contact)

## Adjunct Professor Profile



### Work Summary

- ❖ Twenty years of progressively responsible Fortune 100 business strategy, people, process & technology development and implementation
- ❖ Demonstrated record of success in leading transformational business and technology initiatives across a national and global basis
- ❖ Thrive at driving and learning from complex teams to transformation including leading the largest technology merger/integration in corporate America history (i.e. HP/EDS).
- ❖ Domain expertise in gaining competitive advantage through Program (15+years), Quality (15+years) & Tech Management (15+ years)
- ❖ Transformation Initiatives focused on operational efficiencies have delivered between \$425 million to \$1 Billion bottom line savings Year over Year (YoY) while those focused on growth increased revenue up to 30%

### Technology Related Summary

- ❖ Specific expertise in leading large teams across a variety of enterprise technology implementations including CRM, ERP, knowledge management (and many other) for large scale fortune 500 firms
  - At General Motors (GM), Mr. Aram was responsible for establishing key Customer Relationship Management strategies that targeted high-risk case scenarios that significantly reduced cost while increased customer retention
  - At Electronic Data Systems (EDS), Mr. Aram lead a Decision Support unit responsible for capturing high profile gaps in policy and system audits (for the California Department of Health Services) saving in excess of ten million dollars in overpayments and potential fraud
  - At Vision Service Plan (VSP), Mr. Aram was responsible for the enterprise Customer Relationship Management deployment which delivered 23 business functions, closed 78% of gaps increasing revenue by 13% while capturing \$1 million in savings
  - At Hewlett-Packard (HP), Mr. Aram played a leadership role integrating the HP/EDS merger, the largest technology integration in history resulting in up to a billion dollar YoY savings
  - Currently at BlueShield of California, he is accountable for leading the largest process improvement transformation effort which aims at bringing the Amazon experiences to health care; Cyrus currently leads up more than 100 individuals, responsible for transforming health care delivery

## **Business and Technology Education**

- Mr. Aram holds an MBA from the University of California, Davis
- Six Sigma Certified Black Belt via the American Society of Quality (ASQ); the industry standard for business and organization process expertise
- Instructor and mentor of facilitators for over 1500 business and technology leaders/analysts
- Project Management Professional (PMP) via the Project Management Institute (PMI)
- Technology Transformation Guest Speaker (Chicago, NY, San Francisco, LA)
  - Lecture Topics Include: Organizational Design, Enterprise Class Customer Deployment, Strategy & Planning, Risk Management, Change Management, Six Sigma, 4 Corners of Implementation Excellence, Transforming the Non Profit Arena
  - Featured Presenter at “DestinationCRM 2007 Conference” in New York, NY (see [Link to NY CRM Conference](#) for details) - week of August 20<sup>th</sup>, 2007
  - Featured Presenter at “Thought Leadership Summit” in San Jose, CA (see [Link to SF CRM Conference](#) for details) – week of September 10<sup>th</sup>, 2007