

****Space is Still Available:
Take the top IT tech innovation course in the
#1-rated techno-MBA IT program! ****

15.564: IT Essentials II Advanced Technologies for Digital Business in the Knowledge Economy

Prof. Benjamin Grosf

TA Kian Hwa Tan

***Spring 2007, 9-units (full semester), MW 1-2:30; in E51-057.
Suitable for Masters, Advanced Undergrads, & Doctoral students from
Sloan, Engineering, & Media Lab, including Sloan Fellows***

Are you a Management student who wants an edge in understanding and leading the knowledge economy?

Are you an Engineering student who wants to exploit the business opportunities that IT innovation offers?

This course will equip you with the tools you need.

1. Technologies and concepts for next generation knowledge management and web e-business, including semantic web and web services.
2. Business applications for use in the next 2 to 7 years, including: e-commerce, marketing, finance, trust/security, health/biomed, mobile.
3. Strategic impacts and entrepreneurial opportunities.
4. Core skills for identifying and evaluating technologies and their business potential, and for managing innovative IT-dependent projects.

Take Advantage of what MIT Sloan Does Best:

- Sloan School leads the nation in IT according to the leading surveys of B-school specialties. (Ranked #1 in IT by US News every year since their rankings began in 1990.)
- 15.564 is the most in-depth course on the intersection of information technologies *and* business applications offered at MIT.

For More Info: See Sloan CourseFest (<https://coursefest.mit.edu/cfest>), including video; see Prof. Grosf's page (<http://ebusiness.mit.edu/bgrosf>); and contact TA Kian Hwa Tan (kianhwa@mit.edu).

***To register: Space is Still Available** – contact Prof. Grosf and come to class.