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The Content of the Basic/Required MIS Course in a Latin-American MBA

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The Content of the Basic/Required MIS Course in a Latin-American MBA

Abstract:

The panel is about the basic/required MIS course in Latin-American MBA programs. Given the current insufficiency of qualified MIS faculty in Latin-America this course is frequently taught by faculty from other areas and its content is often highly technical. The panel (introduced and moderated by Dr. Carlos Ferran) will discuss the current and the ideal content of this course as well as avenues to move forward. Two panelists are resident faculty in Latin-American universities (Dr. Aurora Sanchez –UCNA in Chile– and Dr. David Montesinos –INCAE in Costa Rica–), one visits Latin-America regularly to teach MIS in MBA programs (Dr. Enrique Mu), and one is completely unrelated to Latin-America (Dr. Janis Gogan) who will question why the course should be any different to the ones taught elsewhere. The panel is of interest to Latin-American academics but also for any academic interested on what should be included in the basic/required MIS course in MBA programs regardless of geography.

Panel Facilitator:

Dr. Carlos Ferran (cferran@psu.edu; Pennsylvania State University, Malvern, PA, USA): Dr. Ferran is an Assistant Professor of MIS at the Pennsylvania State University. He Holds a D.B.A. from Boston University and a Master in Finance from Universidad Metropolitana (Venezuela). Dr. Ferran was born in Venezuela and is the current Editor-in-Chief of the AIS's Journal RELCASI (Revista Latinoamericana y del Caribe de la Asociación de Sistemas de Información). He has taught and given academic lectures in IAE (Argentina), INALDE (Colombia), IESA (Venezuela), and ULA (Venezuela). His latest publication appeared in Management Science. He is currently the vice-president of publications for the Latin American and Caribbean Association of Information Systems (LACAIS).

Panel Topic:

The topic of the panel is the content of the basic/required MIS course in MBA programs taught in Latin-America. This course started as either a programming or an applications course (i.e. spreadsheets and databases) and in some places it has evolved to a more managerial and strategic course. However, given the current insufficiency of qualified MIS faculty in Latin-America the course is frequently taught by faculty from other areas and its content is still highly technical. The panelist will discuss what is currently being taught, what they believe should be taught, and how we could move from the current state to the ideal one.

Target Audience:

There are three main audiences: (1) MIS academics that reside in Latin-America, (2) MIS academics that are interested or related to Latin-America, and (3) MIS academics that are interested on what should be included in the basic/required MBA MIS course regardless of geography.

Panel Objectives:

Obtain a better understanding of the current status of the basic/required MIS course for MBA programs in Latin-America and start a discussion on how such a course could be improved given the constraints of limited available qualified faculty, limited budgets, and existing culture in those schools. This panel will hopefully be followed by a similar one for the MIS course at the undergraduate level during ICIS 2009 and a more comprehensive discussion of teaching MIS and teaching resources in Latin-America at AMCIS 2010 in Lima, Peru.

Panel Format:

The panel facilitator would introduce the topic and the panel for 10 minutes, four panelists each would deliver 15 minute presentations and we would have 20 minutes of Q&A at the end; for a total of 90 minutes.

Two panelists come from Latin-American universities. They are resident faculty teaching at the graduate level with additional administrative responsibilities. One panelist is a professor who visits Latin-America regularly to teach at MBA programs. The last panelist is a graduate professor completely unrelated to Latin-America.

Panelists from Latin-America

     Dr. David Montesinos (Montesin@mail.incae.ac.cr; INCAE Business School, San Jose, Costa Rica): Dr. Montesinos is a full professor of Quantitative Methods and Management Information Systems at the INCAE Business School in Costa Rica. He holds a Ph.D. in Business Administration from University of Houston. Since INCAE is an international business school with campuses in Costa Rica and Nicaragua, Dr. Montesinos regularly teaches his MBA courses in Costa Rica, Nicaragua, Panama, Ecuador, Peru, Colombia, and Venezuela. He has held several academic and governmental administrative positions (including Dean and member of the government cabinet).

     Dr. Aurora Sanchez (asanchez@ucn.cl; Universidad Católica del Norte Antofagasta, Chile): Dr. Sanchez is an associate professor and Director of the Research Center for Business Technology Management of Universidad Católica del Norte in Chile. She holds a Ph.D. in information science from the University of North Texas. She has worked and continues to work in international projects like Red

Universitaria Iberoamericana de Sistemas de Información y de las Nuevas Tecnologías de la Información y la Comunicación (RUISITIC), the Virtual Academic Community for the Research of Information Technology in Business Schools, and the e-Government Platform for the Management and Coordination of Municipalities.

Visiting professor

Dr. Enrique Mu (muex@carlow.edu; Carlow University, Pittsburgh, PA, USA): Dr. Mu is the MBA Program Director and Chair of the Information Technology Management program in the School of Management at Carlow University in Pittsburgh, USA. He holds a PhD in Business Administration from the University of Pittsburgh. He is also an associate of the Center of International Studies at the University of Pittsburgh and Program Director for their summer training program for Latin American executives. His work has been published in the Journal of Electronic Commerce Research, Journal of Systems Science and Systems Engineering, International Journal of Public Sector Decision Making and other professional outlets. In addition to his activities in the U.S. he also regularly teaches and gives business presentations in Europe and Latin America. For the past few years he has been visiting Latin America twice a year to teach in MBA programs. He is an adjunct faculty member in the European Business School in Germany where he has taught for the past five years. His most recent professional activities have been teaching and giving seminars in the University of Puebla (Mexico) and as a visiting faculty in ESAN University (Peru).

Unrelated Professor

Dr. Janis Gogan (JGOGAN@bentley.edu; Bentley University, Waltham, MA, USA): Dr. Gogan is an Associate Professor of Information & Process Management at Bentley University. She holds a D.B.A. from Harvard University. Her teaching interests include information technology management, electronic commerce, strategy, and ethics. Her current research focuses in managing emerging technologies, IT project management, interorganizational systems, IT platforms for emergent decision-making, and eCommerce. Dr. Gogan has published in Communications of the Association for Information Systems, International Journal of Electronic Commerce, Journal of Information Technology Cases and Applications, Journal of Management Information Systems and other peer-reviewed journals. She is the author of numerous Harvard Business School cases on information management and practitioner columns for Information Week.

Equipment Required:

Laptop with Powerpoint and a digital projector